



MEDIA ALERT

IARD Launches BACPlus Calculator

A health information tool to help consumers plan their drinking

Washington D.C., 20 September 2016 - The International Alliance for Responsible Drinking (IARD) has launched the [BACPlus calculator](#), a web-based resource that provides estimates of your blood alcohol concentration (BAC) level and the number of calories from pure ethanol. This user-friendly application is designed to raise awareness of the factors that affect the body's metabolism of alcohol to assist individuals in responsibly consuming alcohol. Individuals can use the BACPlus calculator to help make good decisions.

A unique feature of the BACPlus is real-time information on the BAC and breath alcohol concentration (BrAC) limits for drivers in various countries, including noting when different limits apply to specific drivers, such as professional or novice drivers. IARD strongly advocates against drink driving.

Values in the table are given in milligrams per milliliter (mg/mL) of blood for BAC limits and in milligrams per liter (mg/L) of exhaled air for BrAC limits.

The BACPlus estimates the changing blood alcohol levels from the first drink until the alcohol is completely eliminated from the body. It also factors in the drinker's sex, weight, time, and quantity of drinks being ingested.

A number of easy-to-use functionalities include:

- Intuitive functionality for BAC calculating and forecasting
- Convenient information on BAC/BrAC limits for over 120 countries
- Automatic calorie tracking
- Health information on drinking responsibly

For further information on responsible drinking and health, please visit [ResponsibleDrinking.Org](#).

Please note: BACPlus is a health information tool that is meant for educational and illustrative purposes for adults of drinking age only, and should not be relied upon by you to determine how much you can drink and then drive, operate machinery, engage in sport, or work. This is because people's bodies differ from one another in how they and their blood alcohol levels are affected by given amounts of alcohol, and this tool provides only rough estimates for an average male or female person at a given weight. IARD has endeavored to locate the correct BAC law maximums for given jurisdictions but cannot offer any assurance that they are fully correct and cannot offer legal advice as to their application. This information is also not intended to replace the medical advice of your doctor or health care provider. The best advice is to avoid harmful risks, not to violate the law, and never drink and drive.