

Natural Saffron Beverages Instead of Alcoholic Ones: An Effort to Reduce Complications

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Increased global alcohol consumption annually causes death or diseases including liver problems in many societies. Alcohol is causally related with more than sixty different diseases. The risk of premature death and disability caused by alcohol consumption is classified as the seventh cause of death [1].

Alcohol use disorders (AUDs) are significant psychological conditions that often cause serious and dangerous problems. A 2018 World Health Organization (WHO) report on alcohol and health found that in 2016, around 3 million people (5.3% of all deaths) died as a result of alcohol consumption. This number of deaths is more than the number of people who died due to high blood pressure and diabetes. The World Health Organization has indicated in this report that about 5.1% of the global burden of diseases and injuries is caused by alcohol consumption. Also in 2016, there were about 2.3 billion people who consumed alcohol, and 283 million of them had AUD. Moreover, alcohol consumption accounts for 1% of the gross income of a middle-income country [2].

Saffron (*Crocus sativus L.*) is an aromatic plant with 3500 years of age. Saffron is often known as the most expensive medicinal plant. Iran currently produces one of the best saffron. Countries such as Australia, Canada, the United States of America, China, and some Central African countries also produce this plant [3].

Clinical research suggests that Saffron may be used as a preventive and therapeutic anti-inflammatory and antioxidant agent, regenerator of unsaturated fatty acids in the body, a free radical absorber and an anti-oxidative stress. Therefore, researchers recommend the consumption of saffron and its compounds in the diet [4, 5].

It is worth noting that one of the most important factors which increases alcoholism is the feeling of euphoria caused by the release of dopamine neurotransmitter in the brain after drinking alcohol. On the other hand, interest to ethanol consumption may be related to factors such as price, availability, and shape and beauty of glasses [6].

Based on abovementioned points, we recommend using healthy non-alcoholic drinks that can create the same happiness as alcohol. We specially offer saffron containing drinks that have beneficial

therapeutic properties as well. Saffron aqueous extract has been able to increase dopamine in the brain of mice [7] and also it has been shown that saffron in young men increase the dopamine [8].

We suggest that producing saffron beverage in proper volumes and beautiful packages may be a good way to decrease alcohol consumption disadvantages as well as maintaining the happiness of drinking cool delicious drinks.

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