

Jeremy Kyle lab promotes dry January

AlphaBiolabs launches alcohol detection centres

LONDON, UNITED KINGDOM, January 9, 2018 /EINPresswire.com/ -- The benefits of Dry January are well known. You can lose weight, sleep better, save money and avoid hangovers. And yet, the hold that alcohol has over many of us puts a stop to our New Year resolution of abstaining for a whole month. In England, 7% of adults regularly drink over the Chief Medical Officer's low-risk guidelines of 14 units. Of more concern is that there are an estimated 595,131 dependent drinkers, of whom only 108,696 are currently accessing treatment [1].

AlphaBiolabs – the award-winning [DNA testing](#) laboratory that performs the [DNA tests](#) for ITV's The Jeremy Kyle Show – has launched alcohol-detection centres that are seeing a surge in requests for help monitoring drinking intake. Individuals can drop into these Walk in Centres to provide blood, oral fluid or hair strand samples for alcohol analysis.

Trained sample collectors can take the samples, following strict chain of custody conditions where necessary, and arrange follow-up laboratory confirmation if further testing is needed.

These Walk in Centres have also just launched a novel method of real-time alcohol-detection, which is having a significant impact on changing behaviours in vulnerable and higher-risk alcohol-dependent adults. The SCRAM Continuous Alcohol Monitoring® (SCRAM CAM®) alcohol-testing bracelet is worn on the ankle and tests for the presence of alcohol in perspiration every 30 minutes. Unlike hair strand analysis, which can build up a historic profile of excessive alcohol consumption over a period of up to 6 months, SCRAM CAM® is the first of its kind to detect the drinking of alcohol in real-time. As such, this [alcohol testing](#)

detection technique is favoured by local authorities, courts and child-protection agencies.

“This is the most accurate and comprehensive method of measuring alcohol consumption on the

AlphaBiolabs™

Award-winning DNA, Drug and Alcohol testing laboratory



Alcohol Monitoring

market”, said AlphaBiolabs Managing Director David Thomas. “A wealth of information is reported continuously in an easy-to-understand format.”

The results are automatically gathered and uploaded without the need for an individual’s participation. As such, the frequency and pattern of alcohol consumption can be easily shown. The data speak for themselves: on any given day, 99.4% of all participants are completely sober and compliant while being monitored with SCRAM CAM®.

“This helps enforce participant sobriety, compliance and accountability”, said David Thomas.

Known as sobriety tagging in the USA, continuous monitoring could be a game changer when it comes to tackling alcohol addiction.

[1] <https://www.alcoholconcern.org.uk/alcohol-statistics>

Notes for editors:

Established in 2004, Warrington-based AlphaBiolabs has consistently led in its field by innovating new DNA, drug and alcohol testing services. Its next day 24 loci DNA testing service is the fastest in the UK and won the Queen’s Award for Innovation last year. The UKAS-accredited laboratory has also developed state-of-the-art techniques to provide an accurate historical record of alcohol or drug abuse. Nine nationwide Walk in Centres facilitate access to its testing services and provide convenient sites for sample collections across the UK. Clients of AlphaBiolabs include members of the public, businesses, family and immigration law solicitors, social services, the media (including The Jeremy Kyle Show) and academic institutions.

For information on any of AlphaBiolabs’ alcohol-testing solutions including continuous alcohol monitoring, please call 0333 600 1300 or email us at info@alphabiolabs.com

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