Alcohol and Your Health: Rethinking Your Relationship With Drinking with Ila Byrne (ep – 97)

[00:00:05] **Dr. Ginger Hultin** All right, be honest. When was the last time you thought about your relationship to alcohol? A moment where you created the space to ask yourself, how often do I drink? Why do I drink? Do I feel that I need to? These may be questions you're not used to asking, likely because drinking has become an integrated part of our lives. However, it looks like this is starting to change. Enter: The Sober Curious Movement, a growing community of people interested in evaluating their relationship to alcohol. Trends come and go, but this one I find particularly interesting for a couple of reasons. When I work with my clients, their relationship with alcohol comes up all the time, and for good reason. There are so many health factors that our consumption of alcohol impacts. That's why it's important to understand what the latest research says on the topic, especially since it's changed quite a bit in the last few years. I wanted to know more about this trend, when it started, what sparked it, and the impact it's having on folks socially. But I thought we needed a different kind of expert here, an industry expert. Ila Byrne is my guest today. She spent nearly a decade working for some of the largest alcohol brands in the space before making a switch, becoming the co-founder of PARCH, an award-winning non-alcoholic brand. For this conversation, Ila will explain where this movement came from and why it's been so effective. You can then count on me to share the latest research on alcohol's health impacts and how it's shaping public health. Before we get started, I want to acknowledge that this could be a sensitive or even triggering topic for some people. Alcohol addiction is very real. If you or someone you know is struggling, we've left some resources for you in the show notes. That said, my hope is that you come into this conversation as open as possible. Just like every other conversation on this podcast, this one is meant to be shame-free. You'll hear some honest takes about alcohol and health. And that doesn't mean that enjoying a drink is not the right fit for you. My goal today is to give you the information to look honestly at your relationship with drinking. Let's get started. First, Ila shares her journey in the industry and what it's been like watching the sober movement take shape. Then we dive into the generational and social forces driving these changes. Ila, welcome to The Good Clean Nutrition podcast. You have such a fascinating

take when it comes to alcohol. You grew up in an Irish family, spent many years in the beverage industry, but now have co-founded a non-alcoholic brand. So I wanna start with your personal journey because I think it's a good place for most people to start when understanding their relationship to alcohol

[00:03:23] **Ila Byrne** Thank you for having me, Ginger. I don't think you necessarily think about your journey until you reflect on it. I'm like, wow, I was surrounded by this from a young age and only later when I chose a career, I ended up working for one of the largest liquor companies in the world, accidentally found myself in this field of alcohol and spent a decade really building brands to connect, reflect the changing socializing aspect and how brands could connect across different socioeconomic and cultural groups, especially in the U.S.

[00:03:54] **Dr. Ginger Hultin** This is such an interesting journey that mirrors what has happened culturally. And I have this similar story, of course, I didn't have the adventures that you had working in the alcohol industry and everything, but I grew up in the US in this alcohol culture. It was so hot, especially as wine really bloomed in the 90s. And then the university, like undergrad party culture at that time was really different than it is now. It was just like this big thing. I loved the relationship and the joy and the connectivity. And so I eventually ended up launching my first nutrition business as Champagne Nutrition with the meaning you can have all sorts of different foods. You don't have to be limiting foods and food is joy. That was like kind of what it meant. People really liked it and were like, oh cool, I wanna work with you as a dietician because you're not gonna take away my wine. And I talked a lot about French paradox where it's some wine is good for you. And eventually as time went along and the research kept coming out and being more negative about alcohol and we started to experience some cultural shifts, I had a personal shift also. I rebranded to my name from Champagne Nutrition. It broke my heart a little bit, but I just felt like I wasn't aligned with the true evidence-based health outcomes of alcohol. And eventually I actually stopped drinking myself completely. And so there's this arc for some of us in our lives, but I think it really shadows what's going on, definitely in the US and maybe globally too.

[00:05:20] **Ila Byrne** I think that's what's been so transformative for me. I've been tracking this space for about 15 years and in my traditional corporate role, it was really trying to be ahead of consumer trends. And I was very aware just how normalized wellness was in every aspect. And I always told, well, alcohol is different because everyone gives themselves a pass when it's alcohol. They don't want actually unhealthy alcohol. And then something like Tito's came along, which is just vodka. And they added this gluten-free label, which I thought was just so fascinating because majority of alcohol doesn't have trace

elements of gluten, but just by branding this gluten-free thing, consumers were like, oh, that's the healthier one. That's the gluten-free one. I'm going to drink Tito's. And I was like, that's so intriguing. People are looking for these health things, but yeah, it's still 40 percent alcohol. So people were giving themselves all these kinds of excuses. And eventually COVID happened and people were drinking a lot at home because that's all people could do. And it really ended up in people questioning the role of alcohol. And then outside COVID, you saw this latent impact of people questioning, wow, I really did drink too much in COVID, didn't I? So it was this kind of awakening that people had of, wow, we really did drink too much. I should probably check in on my health given we've just had a global pandemic. And that questioning is what kind of started and it wasn't solitary and it wasn't just in the U.S. So I think that was the fundamental shift that led to accelerated consumption and then a deceleration and a questioning of overall health and wellness, including alcohol consumption.

[00:06:50] **Dr. Ginger Hultin** There's a couple terms that I wanted to just get your definition on, sobriety, or being in recovery, or reducing, or being sober curious. How do you define those?

[00:07:01] **Ila Byrne** There's clear definitions, and then there's nuance. So my business partner doesn't drink alcohol at all. So he doesn't identify or label himself as sober, but he doesn't drink alcohol. The reason why he was diagnosed with throat cancer, he stopped drinking the day of that diagnosis, he thankfully recovered. So he is not someone who was dependent on alcohol, but it triggered a throat cancer which is one of the seven cancers that are associated with alcohol consumption. People in recovery have a dependence on alcohol and that is because alcohol is addictive and certain people are more likely to be addicted to substances or lifestyles. People usually go through recovery and counseling and hopefully they make it to the other side where they're able to manage that addiction, but it's always something they have to manage. And then sober curious is people who are questioning. That's kind of how I like to approach it. Do I need alcohol tonight? Do I need to go for a drink tonight? Or does this drink need to be alcoholic? And then moderation is for me the end game. It's just realizing that we don't need to drink alcohol on every occasion, but until we're presented with great alternatives that feel equal to or more exciting than, I think that's when we're gonna get to the next stage. And I think two great categories that I look at for how this can move forward are the dairy alternative markets. Dairy alternatives have really succeeded and I think it's fascinating to look at a 10-year, 20-year trajectory on the before and after of dairy alternatives and where they've come from and where they are now. And a lot of that for me in my world was baristas embracing them and also how it foamed. So the functionality of it, for sure, it had to still deliver a creamy, foamy experience. So

every time I go to a coffee shop, I'm so excited to try the flavor combinations and alcohol needs to get there.

[00:08:47] **Dr. Ginger Hultin** That's such an interesting consumer trend parallel with the non-dairy milks. I had not thought about it that way. That's a great example. Speaking of cultural shifts, what do you believe are the key social and cultural forces that are driving this?

[00:09:03] **Ila Byrne** There's so many, and I keep meaning to make a LinkedIn post on it's not just the economy because people keep saying it's just the economy, it's just too expensive. Price is definitely part of it, but it's so much more than that. So I think generationally, we need to look at some things that are specific generations, but also things that are cross-generational. So health and wellness, just the ubiquity of health and wellness across generations, people spending on the lifestyle around wellness at all ages. It's fascinating how that transcends a demographic. Yes, it started with millennials and then it boomed with Gen Z, but it really is everybody questioning what their lifestyle looks like and alcohol not being aligned with that, or choosing the days on which they will drink alcohol because they've got gym the next day, run club, pilates group, and they don't want to undo all the good they've done. If I'm making these helpful choices, then I should probably question everything I'm consuming from breakfast to dinner. In tandem with that, you have a certain cohort who are tracking their health. So whether it's Oura Rings, Strava, or WHOOP bands, and then Apple, obviously, health tracking. Talk to any person who has a WHOOP, and the first thing it says about why they had bad sleep is to cut down on alcohol. So the data for people who want the tangibility of that wellness, the data is irrefutable. Then you've got a younger cohort. So digitally native kids who are always online. And why am I had a cover story last week of what if everything we did online was revealed out to the public. If my drinking lifestyle in my college days was publicly exposed on videos, I would be so humiliated. And the younger generation knows this. So they're not putting themselves in such a vulnerable position. And what's fascinating that I've heard from older consumers is this influence from their kids. So their kids are in their 20s. They're not drinking. The parents are like, wait, this is so weird. I hear this from often senior male executives in the beverage industry who were like, yeah, you guys are definitely in the right space. My kids aren't drinking and their kids are in their twenties. And they're scratching their head going, how did this happen? Do they not have fun anymore? No, this is a different type of fun. But they're like, well, maybe I shouldn't drink as much. So this reverse influence of the younger generation influencing the older generation is fascinating.

[00:11:25] **Dr. Ginger Hultin** When it comes to hitting your protein goal, the best thing you can do is think about the many ways protein can fit into your diet.

Along with food sources, I like to find fun ways to incorporate protein powder into my routine for an added boost. You can blend it into a shake, stir it into your morning oatmeal, or bake it right into your favorite muffins. If I'm doing any of the above, Orgain's plant-based protein powder is my go-to. Each scoop delivers 21 grams of organic, plant-based protein, five grams of prebiotics and fiber, and just one gram of sugar. It comes in a line above flavors, so no matter what you like, there is a gluten-free, vegan-friendly protein you can enjoy. Find it at orgain.com. It's so interesting to look at all the influential factors that sparked this social movement. We're seeing everything from a global pandemic to generational shifts. The changing health research and alcohol's impact on chronic disease really draws me in. And it's something I wanna dive deeper into. Time for some nutrition news. Let's start with cancer. Something those of you who've been listening to the podcast for a while know is my area of nutrition specialty. Ila mentioned the seven cancers related to alcohol. I wanted to name them here and break down what the research is showing. Drinking alcohol is undeniably linked to an increased risk of developing mouth, throat, esophageal, breast, liver, stomach, pancreatic, and colorectal cancers. This was recently supported by a comprehensive review done in June of this year, where researchers analyzed 843 cohort and case control studies across 20 major health outcomes. For cancer specifically, risk rises steadily with consumption at every level that includes below one standard drink per day. The researchers concluded that there's actually no safe threshold for drinking that doesn't increase your risk of cancer. Their research also pointed to an elevated risk for pancreatitis, cirrhosis, lower respiratory infections, tuberculosis, and atrial fibrillation with higher consumption. As the research on the negative effects of alcohol grows, I'm following it really closely. Keeping on top of these findings is helping a lot of people think about what they consume and what small steps they could take to improve their health. A reduction in alcohol is a really simple place to start. So let's jump back in. Next, I ask Ila about all things hangover, and then we talk about how different governments are responding to the latest research in their public health efforts. After that, Ila and I talk about how habits can change the alternatives available, and how you can enlist friends and social support to make positive changes in your life, if it's time for that. How do you explain hangovers and how they relate to the negative health outcomes of alcohol? Is it a warning sign?

[00:14:53] **Ila Byrne** It's curious to me. Because again back in my 20s we'd wear our hangover like a badge of honor. You can definitely recover when you're younger. But oh my god it only dawned on me many years later that was such a warning signal from your body saying you just poisoned me hence I'm vomiting. I'm expelling this toxin from my body. It's like a systematic physiological inflammation throughout your entire body and it's metabolic disruption as well. So you've got every part of your body from your brain, your

eyes, your mouth being dry mouth, watery eyes, your brain not functioning, your body lethargy, you can't sleep, your bowel disruption, it's crazy how systemic it is and yet we don't talk about it.

[00:15:38] **Dr. Ginger Hultin** Everything that you're talking about, all the conditions that are linked to alcohol use, even lightly, and then cardiovascular disease. I think a lot of folks don't realize like high blood pressure, arrhythmias, it really affects the cardiovascular system and neurological system. And so some of the recommendations coming out globally have mirrored that. So I think for me, a turning point was when the WHO came out and said, no amount of alcohol is safe. That's such a really strong statement. And they went beyond just what it does to the individual person, and they were looking more at violent accidents and motor vehicle issues and domestic violence. And so that really reshaped to me. It's not just, oh, I have an increase for breast cancer globally, or if you're driving, it is a really dangerous situation.

[00:16:30] **Ila Byrne** That's the most toxic addictive substance to society and to the individual and when I saw that chart which is like yeah there's heroin but it's more toxic to the individual and small pockets to society but alcohol is so widely consumed and because of the impact on driving domestic violence it's just harrowing how much it impacts so many people I'm sure it's with cancer affecting one in three people alcohol harm in all its many ways is affecting everybody, I'm sure everyone has an example of alcoholism or drunk driving or risky behavior with alcohol consumed. And there's almost like unwritten rule that we don't talk about it, but we're starting to get to break some of those rules, which I think is really healthy.

[00:17:12] **Dr. Ginger Hultin** Yeah, it needs to be talked about more. I do think we need to take a more global picture and community picture rather than just the individual. And Canada's guidelines changed a few years ago in such an interesting way because they used to mirror what the US was saying. And it was like two drinks a day for males and one for females. And I think people were really shocked when Canada came out a couple of years ago and said no more than two standard drinks per week for everyone. It was such a huge difference. And that also was a wake-up call for me. I was like, oh, wow, they are really following this research. And that is education that I'll roll out with my patients because I need to be honest with them.

[00:17:52] **Ila Byrne** I think that's the critical thing. That's why the Irish government has been fighting Europe for the last couple of years and they're planning to roll out cancer warnings on all alcohol products. It was supposed to be 27, I think they've been pushed back to 2028. But to put cancer warnings that this is a carcinogen, it is known to cause 7 cancers. It's important education. So I

always say with PARCH we're not anti-alcohol, we're pro-moderation and we're advocates for information. Because I want to inform people of what they're doing and they're free to make their own choices, just give them better options. It wasn't good options to sit alongside alcohol, just like there wasn't good options to go alongside coffee or dairy milk. And we've been able to change those quite radically. And I do think with people, a lot of times bartenders or people from the industry like myself, we know the industry so well, we know what it takes to craft a great drink. Why does it need to be alcoholic to be a cocktail?

[00:18:43] **Dr. Ginger Hultin** Yeah, when I stopped drinking, I had never even considered a non-alcoholic beverage before. It just was not in my wheelhouse and I've had such a fun exploring it. There's so many cool really craft mocktails on menus and I was at a fancier restaurant in Seattle the other day and they didn't really have anything and the guy was like, oh, they we have a non-alcoholic sparkling wine. I was like I don't know if I'm ready to go there and he was like people really like it and I was like okay I'll try it. It was incredible. So there are really good options now and it's so important for me and when I'm educating my clients that they're not just sitting there with a glass of water while everyone else has fancy glasses and is celebrating. Even if it's sparkling with a lime on top, it's better than just plain water, I think. So you feel like you're participating. So tell me how you see people managing their relationships with alcohol while still enjoying.

[00:19:34] **Ila Byrne** So I think we're in this still in the early phases, but athletic brewing, you can't talk about this category without talking about the amazing job that athletic brewing did and how they put it on the map as a category that was relevant, aspirational, cool, taste is great, made like a real beer and just gave everyone a wake up call that oh, wow, I can have both. I can have an athletic lifestyle and I can drink beer. Great. Guinness zero has done a phenomenal job and that's again, accessibility and awareness. There's still a minority of brands that I'll choose that reflect the quality out there, but there's no end in sight of where we can tap for inspiration. Where I see the most excitement again, is from those who lead the industry and they led the industry with spirits and cocktails. So bartenders plus culinary. The look and feel needs to be equal to, and you're selling people as you do on cocktails with the ingredients and the flavors. So there's certain times when people want to get intoxicated. And there are certain times they don't. And sometimes they just want to take a little bit of the edge off. And there will be options for everybody. Alcohol is absolutely not going away, but it is as a category. It's moderating. It's kind of amazing how quickly the media primarily has jumped on this and celebrity. So celebrity either building their own brands, whether it's Tom Holland's Bero, or it's just people openly saying they don't drink like Zendaya,

his wife. But there's so many celebrities who now embrace that they don't drink alcohol because they want to be higher functioning and that's really fascinating to see because that's a really elevated view of no I'm not the traditional Optics of what someone who's alcoholic or a drunk looks like i'm a high functioning person and actually alcohol doesn't serve me well, so you hear that language a lot and that's great for people.

[00:21:16] **Dr. Ginger Hultin** The drive to focus on your career and have an elevated performance, whether it's in athletics or in your career, it's so different than like, I don't want to have a hangover or it disrupts my sleep.

[00:21:27] **Ila Byrne** Yeah. And I think it speaks to just a different group of the population. And I remember when I first pitched parts to a friend in LA, so very much in the heart of wellness culture America. And I said, I'm making this non-alcoholic product. And he said, I just don't know if I can invest because I just don't think that the market for alcoholics is that big. I was like, Oh, no, no. No, that's not who this is for. And it was just this huge educational journey to say like, oh. Your view of what an alcoholic is one thing, culture's view of an alcoholic as one thing. And then also, no, the opportunity is everybody who is an adult who enjoys socializing or drinking a beverage and with a more sophisticated alternative. It's not just alcoholics. And also, our view of alcoholics has changed with people who admit that they have a problem with addiction, and that the sober influencers are phenomenal for what they've done to educate people. There's just so many great influential people and women. Who have changed the perception of what it looks like to have an addiction issue to alcohol and how they can overcome.

[00:22:32] **Dr. Ginger Hultin** Yeah, if you're on Instagram these days, there are a lot of women, I would say especially in their 40s and 50s that are just, hey, I'm sober, or this is my story. They're so open about it.

[00:22:43] **Ila Byrne** Yeah, that community is so important. I spoke to someone recently and they were like, AA just didn't sit right with me. And so Instagram's absolute opposite where people can feel vulnerable, but they can see their cells reflected in the kind of folks who are right there. And that's been so freeing for so many people.

[00:23:02] **Dr. Ginger Hultin** Yeah, what a huge cultural shift just in that. Cause like it used to be AA or you're on your own and now there's way more options and way more talking about it and way community.

[00:23:11] **Ila Byrne** Up to the community is key to this. And I think when you see the impact of going out for a drink and just like the kind of trickle down

effect of someone says, Oh, I'll have an aperol spritz. I'm like, yeah, I have the same thing. I have an espresso martini. I'll do the same things. And someone, I did this recently. I'm, like, you know, I'm actually not drinking tonight. What do you have that's not alcohol? And then my other friend was like, you know, I'll skip the alcohol tonight. I'll drink what she's having. And it's that effect that then have a lovely drink and you enjoy the food and it's like, okay, great. See you tomorrow. We've got a clear head and I feel great the next morning. It's that social community thing that is really important. It shows, I think, again, back to Ireland, the prevalence of Guinness zero on tap in traditional Irish pubs, and you've got a gathering of folks, and some people are drinking Guinness alcohol OG, and some are drinking a Guinness zero, and you can't tell the difference, and no one's questioning your choice, and you just have a lovely time with friends, and why do we ever question if people were drinking or not drinking? That's the bit that bothers me most. What does it matter to you if someone's drinking or no drinking? And why do you feel threatened by the fact that they chose not to drink alcohol tonight? But we're hopefully moving past that with the great options on menus.

[00:24:18] **Dr. Ginger Hultin** There are still questions for sure. And one thing I help my clients with is we'll practice a little like, what are you gonna say if somebody asks you? Cause a lot of my clients are sick. Maybe they just got diagnosed. Maybe they're not sharing that, but you often do get this question like, why aren't you drinking? Or sometimes people will notice like, I was drinking a Heineken Zero the other day and somebody from a cross room was like, zero. And Heineken, I think does a great job and Guinness does an incredible job. But like, it's very subtle and you wouldn't know unless you were holding the package and somebody happened to notice.

[00:24:48] **Ila Byrne** That's kind of how we designed PARCH. PARCH just says PARCH, obviously in smaller print it says non-alcoholic agave cocktail, but there's nothing that says virgin or mom is sober. But yes, this idea of calling people out for not drinking is so crazy. The reason they're not drinking may in fact be because they're sick, but often it's just because they bought lots of other stuff and their life is very full. Critical thing I hear often is, I don't know, people aren't really ordering non-alc. But they don't know to ask for such a vulnerable position for many people that they don't want to upset the bartender. They don't want to modify their meal. So they don't want to ask. And when you put it on menu, you'll be surprised it really sells because then there's the option, especially if you make it sound delicious and not just a beer. And again, we know drinks that look good going to the table, someone else sees them, and they're like, I'll have what she's having. Oh, it's not alcohol. Well, it looks great anyway. You'll realize you can sell so many more. And as a bar or restaurant, you'll make more money than a Coke Zero or a Sparkling water.

[00:25:45] **Dr. Ginger Hultin** Right, and those craft mocktails and other beverages are not hugely less expensive than alcoholic beverages. I've definitely noticed that. But I don't know, here in Seattle, like a lot of times when I go out, they're sold out of athletics or like it's so popular and the bartenders are like, oh my gosh, we can't keep this stuff in house. Like it is really moving on menus.

[00:26:09] **Ila Byrne** That's fantastic. That is so fantastic to see. And that's the phase of normalization you need to get to. What people are realizing is I can still socialize and I can still have a great time and I actually connect even better and be more genuine in myself and drink great drinks and they have athletics. So I'll go to that bar because I know that they can cater for me. So we've had that conversation too. Like you're actually bringing in new consumers who were turned off by your offerings before and now you're expanding to a whole new group of consumers.

[00:26:38] **Dr. Ginger Hultin** Yeah, that's such a great point. I hope this inspires some folks that own bars and restaurants to keep going. For anyone listening who wants to make a change or is rethinking their relationship to alcohol, what do you want them to take away from this conversation?

[00:26:57] **Ila Byrne** I think it's not sober or nothing. I think there are so many shades of this journey for everyone. And I think it's really easier than ever to start making a change, which might be just Mocktail Monday or something where you're like, I'm just not gonna drink on Monday this week. For me, it was a daily glass of wine. That was like my habit. So swapping out that weekday wine was one easy change for me. But small changes are absolutely the way. Dry January is a great fun social one, but sometimes it can feel like a lot for people to do a whole month of not drinking can be way too intimidating. And I think, again, it's an all year round opportunity. It's not just one and done. So sometimes if you are gonna do a whole month, do it with a friend so then you can explore different coffee shops or different bars that have mocktails or different activities. Because that's the thing, there's so many activities that don't need alcohol to enjoy them. And then try the different products out there and see what fits. If you're a beer person, there are lots of options. If you have cocktails, definitely try PARCH. There's a lot of different flavors in our four lineup, but they're very different taste profiles, and I'll let you find something that you'll like.

[00:28:00] **Dr. Ginger Hultin** Really cool. Do you want to talk a little bit about that brand?

[00:28:03] **Ila Byrne** It's definitely the thing that I call my fourth child. It's something I'm super passionate about. But PARCH is a non-alcoholic agave cocktail powered by adaptogens instead of ethanol. And it's really reflective of the terroir of the Sonoran desert. The desert isn't something people naturally think of as producing a lot of botanicals, fruits, even roots that we use. And that's with the heart of kind of agave from an arid environment. So we took a lot of what was happening in the alcohol space and we tried to create an alternative of that wasn't toxic to your body, was still inclusive and designed with intention, and then was interesting and exciting and layered in culinary experience.

[00:28:43] **Dr. Ginger Hultin** Ila, thank you for sharing your story and your time.

[00:28:47] **Ila Byrne** Thank you, Ginger, and thank you for what you do every day with people and educating them on this journey.

[00:28:52] **Dr. Ginger Hultin** This was such a unique conversation with Ila today. I'm not gonna sugarcoat it. Alcohol consumption does have a clear impact on your health. When intake increases, so does a list of risk factors. As we learn more, the sober movement could not have come at a better time. You are now living through a social change where more people are questioning their habits, finding great alternatives, and still enjoying community, whether or not they choose to drink. I hope you feel empowered by that idea. And who knows, maybe you could even be the person at the table who chooses a non-alcoholic drink on your next night out, and that allows others to join judgment-free. My encouragement is to think about how you can take the information we shared today and make it work for you. And if you're interested, there are a couple of great mocktail recipes on my website, I'll leave them for you in the show notes. Thanks for listening to this episode of The Good Clean Nutrition podcast. I hope you found it insightful. We're always looking to have an important and sometimes even hard conversation here. So if there's another topic you want us to cover, leave us a review and share your idea.

Disclaimer: The material presented in this podcast, is not intended to be a substitute for professional medical advice, diagnosis, or treatment. You should seek the recommendation of a medical professional regarding a medical condition or treatment or before starting a new nutrition and/or health regimen.

Orgain, LLC is providing these episodes on an "as is" basis and makes no representations or warranties of any kind with respect to the podcast episodes. Orgain, LLC nor any of its directors, employees or other representatives will be liable for damages arising out of or in connection with the use of this document. This is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory, direct, indirect or consequential damages, loss of data, income or profit, loss of or damage to property and claims of third parties.