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**Band "Joy Without Hangover" : Report of an Experience of Health Promotion in the Carnival of Brazil.**

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Carnival is considered the most popular celebration in Brazil and millions of people take to the streets, looking for fun. However, studies have shown increased consumption of alcohol and illegal drugs during this period.

Ten years ago, Jorge Jaber, psychiatrist, addiction specialist, created the Carnival group "Joy without Hangover" preventive alcohol abuse and drug use, carrying the message that happiness is possible without the use of any drug.

The band parades annually on Copacabana beach, in the city of Rio de Janeiro, with the support of the Mayor, and in 2013 brought together several community segments, besides hundreds of supporters of the cause.

The band "Joy without Hangover" is inserted in the conceptual formulation of health promotion, as seen action on the individual, seeking behavioral change and lifestyle, according to the precepts of Verdi and Caponi (2005). Thus aim to contribute to change the view that associates the carnival with the consumption of alcoholic beverages and drugs, showing the dangers of using these substances.