



Team name	HiiPPO
Product	HiiPPO
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A drink designed for transitioning to a fibre-rich diet

Eating healthy can be a bummer. For instance, have you ever felt like that chickpea curry didn't sit right in your belly? Or perhaps that whole grain pasta had you bloated for hours? Yet we are encouraged to eat more fibre for both the planet and our health, but such transition is not always easy because of gas formation in your bowel. If you were a solitary creature, it wouldn't be an issue, but since humans are social beings, letting rip in public may not be the wisest course of action.

What should you do? Give up on fibre, the planet and your health? Or bottle it up until you float away? Worry no more, HiiPPO is the solution! HiiPPO is a drink, based on herbal remedies, which makes your discomfort go away. Don't let gas get the better of you, go with your gut and grab a HiiPPO!

