



Hyge Kickstarts Toilet Paper Revolution with Crowdfunding Campaign

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Not all wet wipes are created equal. Hyge introduces the world's first biodegradable, flushable wet wipes on roll provide a new level of clean in a convenient, sustainable and stylish package; Pre-orders now available through February 7, 2019 via Kickstarter.

PR9.NET January 25, 2019 - HYGGE is revolutionizing personal hygiene with the first-ever biodegradable wet wipe on a roll. With a modern design that fits seamlessly on existing toilet paper holders, HYGGE delivers a superior clean to its inferior toilet paper counterpart and is better for the environment.

The Michigan-based startup has launched a Kickstarter pre-order campaign (<https://www.kickstarter.com/projects/hyge/hyge-biodegradable-wipes-on-a-roll?ref=9rhdah>) to bring HYGGE to the consumer market later this year. The pre-order campaign will run through February 7, 2019 and offers substantial discounts on pre-orders, as well as a variety of other perks.

Wet wipes are gaining popularity as people become aware of hygiene and waste issues that come with traditional toilet paper. But, not all wet wipes are created equal. People often confuse explicitly non-flushable wipes with those that can be flushed, creating dangerous environmental waste, said HYGGE Co-founder Brent Fisher. By focusing on cleanliness, biodegradation, flush-ability and design, HYGGE is the solution for sustainable hygiene with hassle-free convenience.

Since its invention in 1857, toilet paper hasn't changed much, HYGGE introduces an innovative solution that is more sustainable, convenient and reliable:

Good for you and the planet. Made with fully biodegradable cellulose fibers specifically designed to be flushed without causing septic or sewer issues, HYGGE leaves you 80% cleaner than conventional toilet paper and cuts back on waste. One HYGGE roll is equivalent to seven traditional toilet paper rolls. One tree provides 288 more HYGGE rolls than traditional toilet paper, reducing deforestation and working toward a cleaner future.

Convenient. Following its Kickstarter campaign, HYGGE will be available for one-time purchase and also a convenient recurring monthly subscription starting at \$10 per month.

Thoughtfully designed. Goodbye tacky wipe packages. HYGGE rolls are designed to be stored on existing toilet paper holders. The packaging exterior resembles the texture of toilet paper, when you lift the tab, you'll find wet wipes that are kept moist.

Naturally safe for everyone. HYGGE wipes are designed to provide a gentle clean that's safe for the entire family (babies too)! The thick and soft wipes are fragrance-free, hypoallergenic, free from harsh chemicals and dermatologist tested.

Join HYGGE in the toilet paper revolution. Bring bathroom hygiene up to date. Through its Kickstarter campaign, HYGGE is offering a chance to pre-order the first rolls and be a part of the first toilet paper revolution since 1857. Once fully funded, those investing in the campaign will receive product plans ranging from a \$4 pledge that will receive a single roll, \$19 for a two-month plan, or three, six and 12-month plans depending on dollar amount contributed. Investments over \$1,250 will receive a lifetime supply of HYGGE at four rolls per month. Investments of \$3,900 or more, will receive a HYGGE lifetime supply, opportunity to be featured in a HYGGE marketing campaign, a VIP invite to HYGGE's Lake Michigan launch party, and more perks.

Visit <https://www.kickstarter.com/projects/hyge/hyge-biodegradable-wipes-on-a-roll?ref=9rhdah> to pre-order the world's first wet wipes on a roll and participate in the initial offering, The Kickstarter campaign runs through February 7, 2019.

To learn more about HYGGE, visit <https://hygeproducts.com/>.

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About HYGGE

HYGGE is a Michigan-based start-up lifestyle brand focused on introducing the new standard in hygiene. The company has created the world's first biodegradable wet wipe on a roll - uniting fresh, flushable wipes with the ease of toilet paper, designed to fit seamlessly into your bathroom and on any existing toilet roll holder. By focusing on cleanliness, biodegradation, flush-ability and design, HYGGE is the solution for sustainable hygiene with hassle-free convenience. For more information, visit www.hygeproducts.com

About Buzzphoria Public Relations

Buzzphoria was founded by award-winning PR and Marketing executive Adrienne Lenhoff. Adrienne and Buzzphoria help businesses, brands and individuals differentiate themselves in a crowded marketplace and to have their stories and messages heard and resonate in meaningful and impactful ways. We work with clients across a wide spectrum of industries locally, regionally, nationally and internationally. We pride ourselves on helping our clients gain a competitive advantage and grow their businesses and brands through savvy marketing communications initiatives and campaigns.

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