

HYGE CROWDFUNDS TO REINVENT TOILET PAPER FOR THE 21st CENTURY

HYGE is the first personal hygiene brand to develop biodegradable and flushable wet wipes on a roll.



Grand Rapids, Jan 15, 2019 (Issuewire.com) - HYGE is revolutionizing personal hygiene with the first ever biodegradable wet wipe on a roll designed for traditional toilet paper holders. Michigan-headquartered HYGE has launched a Kickstarter campaign ([click here](#)) to bring its biodegradable wipes on a roll to the consumer market.

HYGE is good for you and good for the planet. HYGE wipes are made with fully biodegradable cellulose fibers that have been specifically designed to be flushed without causing any septic or sewer issues. 1 HYGE roll is equivalent to using 7 traditional toilet paper rolls. In addition to cutting back on paper waste, using HYGE will leave you 80% cleaner than traditional toilet paper.

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

It's time for you to up your bathroom hygiene game.

Say goodbye to inferior bathroom hygiene and commit to a superior posterior clean (as well

as a cleaner environment).

Join HYGE in a toilet paper revolution. Click here to [Pre-order HYGE today](#).

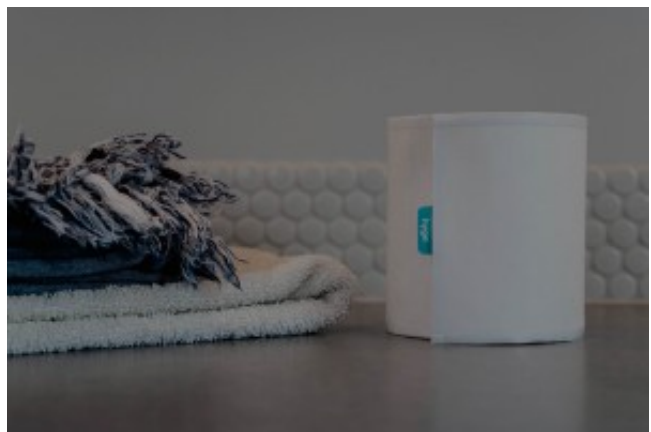
HYGE will offer two ways to purchase: a one-time purchase or recurring monthly subscriptions. Initial subscription pricing starts at \$10 per month.

Once fully funded, people investing in the crowdfunding campaign will receive a variety of product plans ranging from a \$4 pledge that will receive a single roll, \$19 for a two-month plan, or 3, 6 and 12-month plans depending on dollar amount pledged. Investments over \$1,250 will receive a life-time supply of HYGE at 4 rolls per month.

For an investment of \$3,900 or more, you will receive a lifetime supply of HYGE, get the opportunity to be featured in one of HYGE's marketing campaigns, a VIP invite to HYGE's Lake Michigan launch party, and more perks. [Click here](#) to participate.

“As people become more aware of how unhygienic traditional toilet paper can be and how much waste it creates on a daily basis, the demand for fully biodegradable wipes on a roll is increasing. By focusing on cleanliness, biodegradation, flushability, and design, HYGE makes it easy to live more consciously on an everyday basis,” says HYGE Founders Brent Fisher and Tony Bird.

To learn more about HYGE, visit <https://hygeproducts.com/>. Visit <https://www.kickstarter.com/projects/hyge/hyge-biodegradable-wipes-on-a-roll?ref=9rhdah> to participate in the initial offering and to learn more. The Kickstarter campaign runs through February 7, 2019.



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