

SALVÉ BAGEL TOASTER

Ideation & Research



Skipping Breakfast

Breakfast is the **most commonly skipped** meal of the day, primarily because of **lack of time** due to busy schedules & oversleeping.

- Skipping breakfast lowers **concentration levels, memory & coordination.** -www.ifeelgood247.com/au
 - “if a 12 year old skips breakfast they will have the reaction time of a 70 year old in the classroom” -Reading University, UK
- It is **unhealthy** to skip breakfast.
 - You are **450%** more likely to be obese by skipping breakfast.
 - You are **150%** more likely to be obese by eating take-out breakfast.
 - University of Massachusetts Medical School, USA
- Buying breakfast becomes **expensive.**