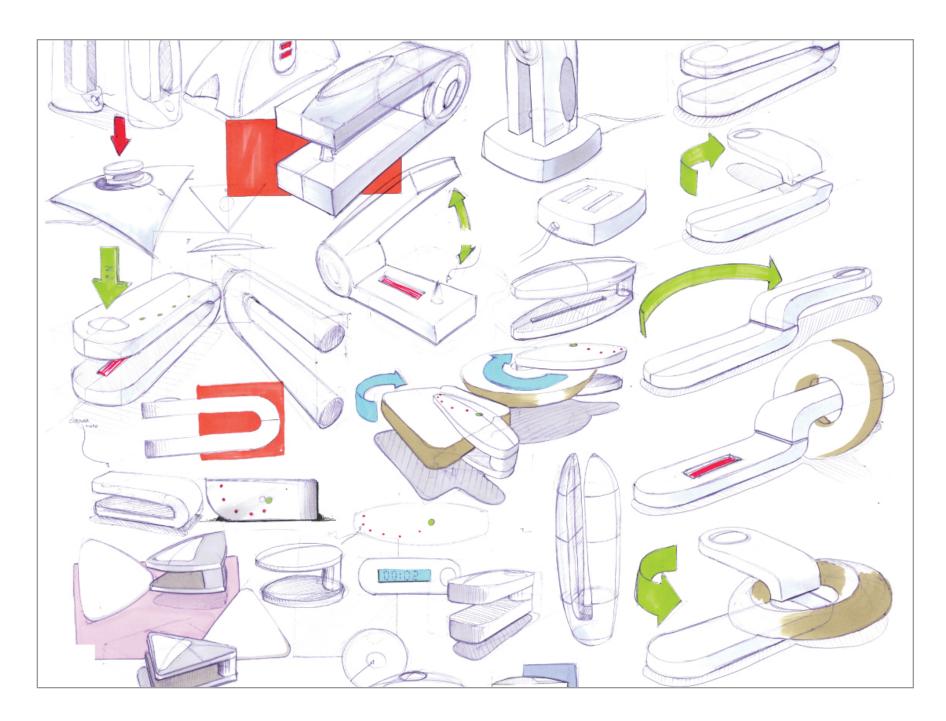
SALVÉ BAGEL TOASTER

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 I50% more likely to be obese by eating take-out breakfast.

-University of Massachusetts Medical School, USA

• Buying breakfast becomes expensive.