

## **HandShake Pouch brings together innovation, technology and nutrition**

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American health and wellness company, Instigo is launching a crowd funding campaign on Indiegogo to help bring to market its innovative HandShake Pouch, including the development of an iOS Mobile Application. Instigo specializes in nutrition, fitness and weight loss products. The goal of this campaign is to help with further R&D, product line extensions and funds to help with marketing initiatives. The capital campaign is currently live and will continue till the end of February 2013.

New York, New York - Instigo, an American health and wellness company specializing in nutrition, fitness and weight loss products, is fighting obesity and challenging the business and health communities to join in on the battle, by launching a crowd funding campaign on Indiegogo to raise \$50,000 to help bring to market its innovative HandShake Pouch, including the development of an iOS Mobile Application.

A lightweight, foldable, portable and disposable pouch prefilled with top quality whey protein powder, the HandShake Pouch solves the problems currently identified in the multi-billion dollar protein shake and nutrition supplement market. The pouch has no liquid inside, so when carried it is lightweight and won't spill. When consumers want a shake they simply fill the pouch with milk or water, shake and enjoy. When done the HandShake Pouch can simply be recycled. This innovative design means no more messy or smelly leaks inside of work or gym bags, no odors or bacterial growth on leftover bottles that don't get washed right away and no challenges when it comes to travelling, whether it's by bike, car or airplane.

"Like most people looking to keep fit or lose weight, I was always on the go and wanted to make sure I ate properly. For me protein shakes combined with healthy diet and exercise regime worked and I lost more than 100 pounds," says Joel Etienne, CEO of Instigo. "However, I travelled a lot and I could not bring my liquid protein shakes on the plane and found conventional pre-mixed shakes to be too costly. It was a big challenge and a huge inconvenience."

Each year it is estimated that 5 million Americans resolve to begin a new fitness regimen or to lose weight in the New Year. However, very few actually follow through, blaming a range of factors, including lack of time, inability to find nutritious food on the go. "People need simple solutions to help them with their weight loss and fitness goals. We think the HandShake Pouch fits a very important need in the industry, and we think it has the potential to be very profitable." added Etienne.

The capital campaign is currently live and will continue till the end of February 2013. The goal of this campaign is to help with further R&D, product line extensions and funds to help with marketing initiatives including the development of an iOS application. Investors will be given the opportunity to provide input on new product flavors, package design as well as meet the founders of the company and visit the production facilities in upstate New York.

HandshakePouch:  
<http://www.handshakepouch.com>

Indiegogo Project:  
<http://www.indiegogo.com/handshakepouch>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Instigo, an American health and wellness company specializing in nutrition, fitness and weight loss products. Instigo's main product, The HandShake Pouch(TM) provides consumers with user-friendly way to store and consume everyday beverages. The patented pouch is a small, lightweight and disposable pouch pre-filled with delicious and nutritious whey protein powder. Copyright (C) 2013 Instigo. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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