

# The Story of Sobur

Taken directly from our ['About Us'](#) page:

*In 2011, two young men from London, England got sick of the headaches, nausea, dodgy stomachs, gloomy moods and thirst that came with hangovers, and set out to find a solution.*

*The problem was that as aspirational young males, who enjoyed socializing, meeting new people and generally partying the night away, it was hard to balance a socially active lifestyle and still get ahead career wise. One night out would mean 2 days after spent recovering in the most unproductive, least success-driven way possible.*

*They wanted the best of both worlds, to party like the night might be his last, and then to head in to the office the next day and crush his workload and make power-moves like a boss.*

*The solution that they found, cheekily named Sobur, is now available in multiple locations and has helped people all over the world to prevent hangovers, fight the negative effects of alcohol on the body and retain the most important thing of all: dignity.*

*Sobur is the hangover cure that the world has been waiting for! (Cue the horns, confetti and general bedlam).*