

Improbable Research -- What's New

News about research that first makes people LAUGH, and then makes them THINK. This is the official blog of the Ig Nobel Prizes and of the Annals of Improbable Research (AIR).

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Another man obsessed (with odors)

Bill Downs is an expert on diet and digestion. He started this blog to foster thoughtful discussion about healthy digestion, and break the final taboo: an open discussion about the discomfort and embarrassment caused by uncontrollable gas.

So says Bill Downs's [web site](#). Mr. Downs is a man on a mission, with a blog and a sensitive shnozz. One of his weapons is free "[gassy greeting cards](#)." In focus and intent, he is reminiscent of Buck Weimer, who in 2001 won the [Ig Nobel Biology Prize](#) "for inventing [Under-Ease](#), airtight underwear with a replaceable charcoal filter that removes bad-smelling gases before they escape."