**Swiss Navy ‘New Releases’ Press Release**

12.3.2020

**The Latest—and Soon to be Greatest—New Products are Coming Soon from Swiss Navy!**

POMPANO BEACH, Florida – December 3, 2020—One of the industries’ favorite brands, Swiss Navy, has new product additions launching in early 2021.

“We are proud to introduce new additions to our impressive Swiss Navy lineup,” said Briana Watkins, Vice President of Sales and Marketing. “Our Swiss Navy 4-in-1 Playful Flavors lubricants have been requested and in high demand, so we reacted very quick. We are most excited to introduce our entirely new collection called Desire. We noticed that female wellness has evolved and there wasn’t anything in the market targeted straight to that audience. The Desire line has a very upscale, classy look with the highest quality ingredients in the market. This line stands out on its own it will be a very refreshing look in the lubricant space.”

The Desire by Swiss Navy collection is unique with its specific development by women, for women. This comprehensive product line provides everyday essentials and solutions for fulfilling intimate desires with innovative formulas created with the female body in mind. All Desire products are inspired by the science of desire and feature key ingredients and unique formulations to engage female consumers and their personal needs.

Acting on the latest research available, Swiss Navy’s beloved 4-in-1Playful Flavors line up known for being warming, kissable, massage-worthy, and providing exceptional lubrication, is introducing new flavor formulations featuring superior taste. Research by the Institute of Food Technologists (IFT) reports consumer taste trends are evolving into 2021 and Swiss Navy has utilized a Fortune 500 food company to reformulate every flavor profile to align with what buyers will be seeking. All flavors are non-staining, non-sticky, paraben-free, and something important for intimate health—sugar-free.

While Desire by Swiss Navy® will encourage and empower women with a collection to fulfill all her desires, the 4-in-1Playful Flavors lubricants will motivate consumers to play together.

All new Swiss Navy additions will be launching in early 2021. Contact your Swiss Navy representative now for your exclusive sneak peek in early 2021!

**About M.D. Science Lab**

Since 1998, M.D. Science Lab has continually created award-winning products dedicated to helping consumers live healthier lives. With a focus on intimate wellness and nutritional good health, M.D. Science Lab continues to create products on the forefront of the wellness market that are offered worldwide. For more information, please contact Briana@Swissnavy.com or visit www.swissnavy.com.