FOR IMMEDIATE RELEASE

**Swiss Navy’s New Releases are an ANME Hit!**

POMPANO BEACH, Florida – January 18, 2021—M.D. Science Lab, makers of the iconic Swiss Navy brand, officially released their newest additions at the 2021 virtual Adult Novelty Manufacturers Expo (ANME) this week and all were met with excitement and praise.

Desire by Swiss Navy is an entirely new collection developed by women, for women. Desire is a comprehensive product line which provides solutions for fulfilling intimate desires with innovative formulas created with the female body in mind. Every custom-made product features key ingredients and unique formulations to engage female consumers and their personal needs.

“Our research found that women tend to be the purchasers for their households, controlling 85% of consumer spending, and that they want to purchase women-centered innovation that provides solutions based on the personal desires they experience in daily life. We kept these consumers in mind during our development process,” said Briana Watkins, Vice President of Sales and Marketing for M.D. Science Lab.

Swiss Navy also launched an assortment of multi-use flavored lubricants, Playful Flavors. The delicious new flavored lubricants capitalize on edible experiences to expand possibilities for intimate encounters.

“With Playful Flavors, we wanted to help inspire confidence and comfortability for end users,” said Watkins. “As always, we used our American-made, FDA-regulated formulas that buyers have come to trust and then created delicious flavors that encourage playfulness and exploration.”

Due to the coronavirus pandemic, ANME and XBIZ combined forces this year to create a worldwide virtual expo where manufacturers and industry buyers could meet.

“Even though we weren’t able to launch our newest products in person, the responses we received from everyone was overwhelmingly positive,” said Ralph Albrecht, M.D. Science Lab’s CEO. “I’m proud of our entire Swiss Navy family for creating these new innovations during a trying year. When we all support each other, magic can definitely happen.”

For more information on all the newest releases from Swiss Navy, please contact your sales representative or see the latest Swiss Navy product range at [swissnavy.com](https://swissnavy.com/).

**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](http://www.swissnavy.com).