**Desire by Swiss Navy – Now Shipping!**

POMPANO BEACH, Florida – February 1, 2021—M.D. Science Lab, makers of the iconic Swiss Navy brand, announced today that it has begun to fulfill orders of their newest collection, ‘Desire by Swiss Navy’.

The highly anticipated collection was premiered in January and earned considerable accolades at the 2021 ANME show.

“We are excited to get our Desire by Swiss Navy collection into the hands of our customers, said Briana Watkins, M.D. Science’s Vice President of Sales and Marketing. “We can now provide our customers with this female-created collection and its very upscale, classy appearance offering a refreshing look in the lubricant space. This has been my pride and joy project and I am overwhelmed with the support it has received thus far.”

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 by Swiss Navy’ products are inspired by the science of desire and feature key ingredients and unique formulations to engage female consumers and their personal needs.

“Our research found that women control 85 percent of consumer spending in the U.S. and over $36 trillion dollars globally,” said Watkins. “We wanted to strategically create a complete collection that accommodated this demographic shift. I’m very happy and proud to say, Desire by Swiss Navy offers what a female-driven economy is looking for.”

Swiss Navy’s in-depth research found women, in particular, are more enthusiastic about the involvement in discussions about sexuality and do not hesitate in experimenting with sexual wellness products, particularly ones created to meet their specific needs. The Swiss Navy female-led development team kept their research in mind during their concept-to-creation process in order to ensure consumer sales.

While shipping for the ‘Desire by Swiss Navy’ collection is in full swing, the team is also mindfully taking every possible measure to ensure shipments are safely fulfilled given the current COVID-19 situation.

Please contact your Swiss Navy representative to place your order for ‘Desire by Swiss Navy’ now.

To view the latest Swiss Navy product range, please visit 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.