**Swiss Navy Launches Retailer Contest**

**Press Release**

POMPANO BEACH, Florida – February 15, 2021—M.D. Science Lab, makers of the iconic Swiss Navy brand, has been receiving incredible images of in-store displays featuring their latest addition—Desire by Swiss Navy. This prompted a contest to inspire, and reward, the best retailer displays.

Retail displays spotlighting the Desire by Swiss Navy collection will be judged upon their creativity, ingenuity, and beauty. The grand prize winner will receive a mystery prize valued at over $200.

In order to enter the competition, Swiss Navy is asking stores to put pictures of their Desire collection displays on social media and tag Swiss Navy using the hashtag #desirebyswissnavy.

Melissa Lott of Adam & Eve located in Palatka, Florida, shared a beautiful in-store Desire display. Lott admitted the Desire by Swiss Navy collection is one of her favorite new brands.

“I absolutely love the fact that the team at MD Science tapped into the feminine side,” said Lott. “These products not only feel and work amazingly well, but the packaging is also simply stunning. Eye-catching and elegant all the way. Great job team!”

The competition will run through February 26, 2021. The Swiss Navy team wishes everyone the best of luck and appreciate their support of their newest collection, Desire by Swiss Navy.

“Our Desire by Swiss Navy collection has been getting such great feedback from the industry that we thought it would be great to be able to reward our retailers for their support,” said Briana Watkins, M.D. Science’s Vice President of Sales and Marketing. “Our entire team appreciates our all customers and are thrilled to be able to partner with them in such a creative manner. We’re discovering that this contest is creating a lot of excitement within the stores and we’re happy we can add some fun to people’s lives.”

The grand prize winner will be announced on March 1, 2021.

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.