FOR IMMEDIATE RELEASE

**Desire by Swiss Navy Preps for International Debut**

POMPANO BEACH, Florida – February 18, 2021—M.D. Science Lab, makers of the iconic Swiss Navy brand, announced today that domestic shipping of their newest collection, ‘Desire by Swiss Navy’, is successfully in full swing and preparation is under way to launch Desire on an international scale.

“The popularity of our Desire by Swiss Navy collection has been overwhelming,” said Briana Watkins, M.D. Science Lab’s Vice President of Sales and Marketing. “Customer responses have all been positive and the feedback we’re receiving is that this female-created collection is exceeding expectations. We all know good things are worth the wait! And we’re excited to be gearing up to share Desire with our international customers very soon.”

Domestic shipments of the Desire by Swiss Navy collection began in early February and M.D. Science Lab is now ramping up production to prepare for their expansion into Europe and other global locations.

“A number of my global customers have already expressed interest in Desire,” said Randy Withers, M.D. Science Lab’s International Sales Manager. “Our team is working hard to get this collection into the hands of all our customers worldwide.”

The ‘Desire by Swiss Navy’ collection is a unique and comprehensive product line designed with the female buyer and the female body in mind. The Swiss Navy female-led development team kept their research in mind during their concept-to-creation process in order to ensure consumer sales—and it looks like their efforts are paying off.

The M.D. Science Lab’s team remains mindful of customer safety and have measures in place to ensure shipments are safely fulfilled given the current COVID-19 situation.

To find out more about the Desire by Swiss Navy collection and 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.