**Swiss Navy Announces Retailer Contest Winner**

POMPANO BEACH, Florida – March 3, 2021—M.D. Science Lab, makers of the iconic Swiss Navy brand, has announced the winner of their latest retailer contest. The contest, which began in mid-February, spotlighted the creative talents of retailers everywhere as they designed their own Desire by Swiss Navy displays.

“Believe me when I say our decision was no easy task,” said Briana Watkins, M.D. Science’s Vice President of Sales and Marketing. “Our entire team was overwhelmed by the talent in our industry. The display entries we received were gorgeous, classy, and very well designed.”

The winning entry was clenched by the Adam & Eve retail store located in Palatka, Florida. The grand prize valued at over $200 will be presented to the stores’ retail staff.

“We’re excited and very pleased with our win,” said Melissa Lott, store owner. “We had a lot of fun with the Desire display and are happy to have won.”

Desire by Swiss Navy is the newest collection by M.D. Science Lab and was recently launched earlier this year. The female-developed product range is garnering a lot of positive attention for its feminine, playful, and sensual design—and unique formulations created specifically for women’s bodies.

Desire by Swiss Navy encourages, empowers, and is particularly on-point to celebrate international women’s day on March 8th.

“We want to celebrate women’s achievements in all their forms, so it’s especially wonderful to have our new Desire by Swiss Navy female-centric collection available,” said Watkins.

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.