FOR IMMEDIATE RELEASE

**Celebrate International Lubricant Day with Swiss Navy**

**Press Release**

POMPANO BEACH, Florida – April 12, 2021— M.D. Science Lab, makers of the iconic Swiss Navy brand, and sponsors of International Lubricant Day with the first annual event taking place on April 22nd, are inviting everyone to a virtual happy hour celebration.

“We know how important lubrication is to so many people and we thought it would be appropriate to give it its’ own day of celebration to acknowledge the benefit it brings to intimate wellness,” said Briana Watkins, M.D. Science’s Vice President of Sales and Marketing. “Our team has a lot of fun planned for April 22nd with a virtual happy hour, games, prizes, and much more.”

The M.D. Science Lab family invites everyone to join their virtual happy hour on April 22nd at 5:00 pm EST at [bit.ly/SwissNavyLubeDayHappyHour](http://bit.ly/SwissNavyLubeDayHappyHour)

“We have a video montage planned and would love to incorporate videos from retailers sharing their thoughts and enthusiasm for the first International Lubricant Day,” said Penny Clifford, Swiss Navy’s Social Media Manager.

Swiss Navy encourages people to celebrate April 22nd by giving a shout-out to how lubricants have helped their own lives.

“We’ve been doing several surveys leading up to this celebration,” said Dr. Sunny Rodgers, M.D. Science Lab’s Intimate Health Advisor. “We found that almost half of our survey participants reported lubricants made sex feel better and they admitted lube was an essential part of their intimate experiences. Even if lubrication isn’t discussed often, it does hold a significant importance in people’s lives.”

More information about celebrating International Lubricant Day and ways you can show your support and join in the fun will be shared as April 22nd approaches.

Retailers interested in sharing their own International Lubricant Day videos may send them directly to Briana@Swissnavy.com.

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 at the forefront of the wellness market that are offered worldwide. For more information, please contact Briana@Swissnavy.com or visit www.swissnavy.com.