**Swiss Navy Wants To Know – Have You Seen #RockyOnTheRoad?**

**Press Release**

POMPANO BEACH, Florida – June 3, 2021—Industry veteran Rocky Bowell joined the M.D. Science Lab family earlier this year as their brand ambassador and has taken every opportunity since then to get out on the road and support retailers.

“I recently completed whirlwind trips to Atlanta, Charlotte, and Dallas,” said Bowell. “Retail staff were as excited to see me as I was to see them!"

Bowell has been putting his decades of experience to good use directly with retailers and their staff by representing the M.D. Science catalog of brands on the road and has been able to help retailers increase their sales with hands-on help and support.

“I’m really happy to be able to see retailers in person and help to create strong bonds between our Swiss Navy brands and the store staff. My goal is to offer retailers all the support they need to be successful and I’m getting great feedback from the stores I’ve visited so far.”

Bowell has been spotted throughout Florida, Georgia, Texas, and North Carolina the past few months and will be expanding his travels as pandemic restrictions begin to lift. As always, Swiss Navy, Bowell included, is mindfully taking every possible measure to ensure his visits are done safely as the world adapts to ongoing COVID-19 in all its forms. His adventures can be enjoyed via his social media handle #RockyOnTheRoad.

Bowell has one question for those who are following his travels, “Have you seen me?”

To schedule a visit for training, support or just to say ‘Hello’, Bowell invites retailers to contact him directly at [Rocky@Swissnavy.com](mailto:Rocky@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](about:blank) or visit [www.swissnavy.com](about:blank).