**Swiss Navy Teases Surprises for ANME/XBIZ Show**

**Press Release**

POMPANO BEACH, Florida – July 1, 2021—The ANME/XBIZ Show is just two weeks away and Swiss Navy’s preparations are in full swing.

“While we don’t want to give away any of the secret details on our new launches just yet, I can share that our development team has really raised the bar this time and our sales and marketing team can’t wait to introduce these surprises in our ANME/XBIZ meetings,” said Briana Watkins, M.D. Science Lab’s VP of Sales and Marketing.

M.D. Science, makers of the iconic Swiss Navy brand, is known for continually creating top-quality products—and the products introduced at the ANME/XBIZ Show will follow suit.

Over the next two weeks leading up to the worldwide virtual expo, Swiss Navy will be releasing clues to their mystery launches on their social media channels and inviting people to take guesses at what their new items may be.

“We really wanted to engage the buyer’s and attendees leading up to the show,” said Watkins. “We know that everyone is excited to see each other’s faces and we wanted to give people some way to have fun over the next couple of weeks. Believe me, the anticipation to see all my industry friends is overwhelming, so it’s been nice to focus on some fun as well.”

The Swiss Navy development team has teased that something big is coming and the countdown to their next launch will coincide with the ANME/XBIZ Show.

How can you get involved? Be on the lookout for clues on Swiss Navy’s social channels and enjoy some fun for yourselves in this pre-ANME/XBIZ period.

**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.