**Swiss Navy Reports ANME/XBIZ Show Success!**

**Press Release**

POMPANO BEACH, Florida – July 23, 2021— M.D. Science Lab, makers of the iconic Swiss Navy brand, officially announced their newest additions at the July 2021 Adult Novelty Manufacturers Expo (ANME)/XBIZ virtual trade show last week, and they were met with excitement and praise.

As with the January ANME/XBIZ show, this most recent worldwide virtual expo provided manufacturers and industry buyers a convenient place to meet and discuss new products.

Swiss Navy’s 4-in-1 Playful Flavors collection celebrated the addition of a new flavor, Salted Caramel Delight. The delicious, multi-use flavored lubricants have been bestsellers since their release earlier this year, and this new flavor immediately became a favorite.

“Our Playful Flavors help inspire confidence and comfortability for consumers, and we wanted to expand this popular collection,” said Briana Watkins, Vice President of Sales and Marketing for M.D. Science Lab. “As always, we used our American-made, FDA-regulated formulas that buyers have come to trust and then used a Fortune 500 food company to create a delicious new flavor that encourages playfulness and exploration.”

Salted Caramel was also added to Swiss Navy’s Flavored Lubricants line.

An entirely new product was also introduced during the ANME/XBIZ show—a Premium Jelly Lubricant.

“Buyers were universally excited with this product,” said Watkins. “Swiss Navy is known for creating the best lubricants on the market and we wanted to add something entirely new to our brand—a premium jelly lubricant. This ultra-thick, non-greasy formula stays exactly where it’s placed and adds extra comfort to sexual activities.”

Shipping for all three new additions, available in multiple sizes, is planned for 60-90 days from the close of the ANME/XBIZ show and buyers who have not already placed their pre-orders are encouraged to contact their Swiss Navy sales representatives.

“Even though we weren’t able to launch our newest products in person, the responses we received from everyone was overwhelmingly positive,” said Ralph Albrecht, M.D. Science Lab’s CEO. “I’m proud of our entire Swiss Navy family for creating our newest innovations. When we all support each other, magic can definitely happen.”

For more information on all the newest products from Swiss Navy, please contact your sales representative. To see the latest Swiss Navy product range, please visit [swissnavy.com](https://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.