**Swiss Navy Shares 4 Important Things to Know for Anal August**

**Press Release**

POMPANO BEACH, Florida – August 3, 2021—August has become known as ‘Anal Pleasure Month’ since Good Vibrations declared it as such ten years ago in 2011. Since then, anal play in many forms has become quite popular in all twelve months of the year.

In celebration of Anal Pleasure Month, Swiss Navy would like to share four important things to know for good anal play experiences, whether partnered or personal.

**#1. Go Slow!**

Excitement tends to make people rush things along.

“We suggest taking your time and truly enjoying the pleasures that anal exploration can provide,” said Briana Watkins, Vice President of Sales and Marketing for M.D. Science Lab.

**#2. Breathe!**

Holding one’s breath can cause the body, and the anus, to tense up, making anal play less comfortable. We suggest relaxing and remembering to take deep, calming breaths.

**#3. Thoughtful Communication**

When enjoying partnered anal play, it’s important that you and your partner are on the same page with expectations.

**#4. Lube—Lots and Lots of Lube!**

Lubricants are essential for pleasurable anal experiences.

“The rectum is not self-lubricating,” said Dr. Sunny Rodgers, Intimate Health Advisor for M.D. Science Lab. “Using lubrication is crucial whether using a toy, fingers, or intimate body parts. Without lubrication there is a high probability for damage to your sensitive anal area.”

 And while [research](https://www.smoa.jsexmed.org/article/S2050-1161%2821%2900021-0/fulltext) published in March 2021 reports that saliva is the most common lubricant used for anal sex, spit does not provide the appropriate level of lubrication needed.

Silicone lube is used most often for anal play because of the extra cushion and longevity that it provides, but Swiss Navy’s water-based lubricant formulas are gels that liquify with friction, making them an excellent choice for anal pleasure.

To help inspire your anal exploration throughout the year, use these four important tips to help make your experiences more pleasurable.

**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.