**Swiss Navy Prepares for Increased Sales during Sexual Health Month**

**Press Release**

POMPANO BEACH, Florida – September 1, 2021—The World Association for Sexual Health reminds us each September that sexual health is fundamental for well-being. This year, the theme for this month is “Love, Bonding, and Intimacy”—all of which are needed during these tumultuous times.

“Historically, we find our sales pick up every year during September,” said Briana Watkins, Vice President of Sales and Marketing for M.D. Science Lab. “We knew the cause had to be something more than just kids going back to school. With our societies increased interest in sexual health and the celebration of this annual event since 2010, it’s looking like our September spike in sales may be something more.”

Sexual health goes beyond simple birth control and safer sex, it includes experiencing pleasure and intimacy in a healthy manner. The use of lubricant, both water-based and silicone, has been shown to increase sexual pleasure and satisfaction, according to [research](https://pubmed.ncbi.nlm.nih.gov/21143591/) published in the National Library of Medicine.

“Nine out of ten women have reported sex is more comfortable, pleasurable, and feels better when using lubrication,” said Dr. Sunny Rodgers, M.D. Science Lab’s Intimate Health Advisor and Ambassador for the American Sexual Health Association. “Swiss Navy offers several types of lubricants, allowing consumers more options that meet their unique preferences. And I’m sure there will be many people celebrating their sexual health this September.”

In preparation for the sales surge anticipated for this month, Swiss Navy is increasing their already robust production schedule. The company is ramping up manufacturing and have stocked up on raw materials in order to better serve their customer’s needs.

As always, Swiss Navy pays careful attention to their historic sales trends in order to stay focused on their company vision and to be able to better help their retail partners. It’s important to the entire Swiss Navy team that September be a major success for their customers and for the celebration of Sexual Health Month.

To learn more about Sexual Health Month, please visit the [World Association for Sexual Health](https://worldsexualhealth.net/).

To place your lubricant order to be prepared for September sales, please contact your Swiss Navy account representative.

**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.