**Swiss Navy Encourages Placing Holiday Orders Now**

**Press Release**

POMPANO BEACH, Florida – October 13, 2021—The 2021 holiday season is getting an early start. According to [Forbes](file:///C%3A%5CUsers%5Csunny%5CDesktop%5CMD%20Science%20Lab%5CCopywriting%5CPress%20Releases%5C2021%20Press%20Releases%5Cforbes.com%5Csites%5Cshelleykohan%5C2021%5C09%5C28%5Cblack-friday-expected-to-be-busiest-us-shopping-day-for-holiday-2021%5C%3Fsh%3D7d484b4a379e), holiday shopping will begin before Halloween this year.

In anticipation of increased demand, the team at Swiss Navy has expanded manufacturing shifts to help prepare for the upcoming shopping season.

“We’re already seeing an increase in our pre-holiday orders,” said Briana Watkins, Vice President of Sales and Marketing for M.D. Science Lab. “We encourage all our customers to begin submitting their holiday orders now so that they’ll be prepared for the busy season ahead.”

Nearly 1 in 4 consumers (24%) are planning to spend more on holiday shopping this year, according to an in-depth consumer trends [report](https://www.junglescout.com/wp-content/uploads/2021/09/Jungle-Scout-Consumer-Trends-Report-Q3-2021.pdf). Trend analysis is also showing that forecasting and planning for inventory in advance will pay off for retailers and their earning potential.

“From our research, we know our customers are going to be flooded with sales over the next few months and we’re doing everything to ensure they have our products in stock and are well prepared,” said Watkins.

To place your Swiss Navy pre-holiday orders, 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.