**Swiss Navy’s 4-In-1 Playful Flavors Salted Caramel Delight – Now Shipping!**

PRESS RELEASE

POMPANO BEACH, Florida – November 30, 2021—M.D. Science Lab, makers of the iconic Swiss Navy brand, announced today that it has begun to fulfill orders of the newest addition to their popular 4-in-1 Playful Flavors collection. Salted Caramel Delight is the latest flavor to join their line-up.

“We are excited to get our newest flavor into the hands of our customers,” said Briana Watkins, M.D. Science’s Vice President of Sales and Marketing. “Our 4-in-1 Playful Flavors Salted Caramel Delight has been highly anticipated, and we’ve had so many buyers asking us to expand this bestselling collection. Our 4-in-1 Playful Flavors collection is fulfilling an important need in the current marketplace due to the increasing popularity of multi-purpose products and consumers looking to explore new experiences while being mindful of their budgets.”

M.D. Science Lab not only listened to buyers and consumers requests when creating their newest flavor, they also looked to science.

“Salted caramel was recently the subject of a university research study and was found to be one of the most compelling flavors available,” said Watkins.

The research results, [published](https://wayback.archive-it.org/org-467/20200810071358/http%3A/eureka.sbs.ox.ac.uk/6357/) in the Journal of Consumer Research, found the sweet and savory combination of salted caramel to be physically addictive. Termed *Hedonistic Escalation*, the study found a complex combination of flavors to be practically irresistible. Researchers found people will continue to crave flavors when layers of multiple tastes are involved, helping make salted caramel a powerful attractant.

The new salted caramel flavor joins the 4-in-1 Playful Flavors collection, which was created to inspire confidence and comfortability for end users. And, as Swiss Navy formulas are known for, this new flavor is American-made and features an FDA-regulated formula. M.D. Science Lab took their development a step further by having a Fortune 500 food company create the realistic, sugar-free flavor.

All 4-in-1 Playful Flavors products provide consumers with four ways to enjoy them—for lubrication, massage, warming temperature play, and, of course, providing a delicious edible experience.

Please contact your Swiss Navy representative to place your order for the newest 4-in-1 Playful Flavors addition, Salted Caramel Delight.

To view the latest Swiss Navy product range, please visit 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.