**Swiss Navy Announces Slip ‘N Slide Premium Jelly Lubricant is Now Shipping**

Press Release

POMPANO BEACH, Florida – December 8, 2021—M.D. Science Lab, makers of the iconic Swiss Navy brand, announced today that they have begun fulfilling orders of their newest product, Slip ‘N Slide Premium Jelly Lubricant.

Available in 2-ounce and 5-ounce tubes, the highly anticipated addition to the Swiss Navy brand premiered in July and created considerable anticipation at the 2021 ANME show.

“With the holidays just around the corner, we’re excited to get our newest Swiss Navy addition out to our customers,” said Briana Watkins, M.D. Science’s Vice President of Sales and Marketing. “Our original Swiss Navy Water-based Lubricant is incredibly popular because of its unique thickness and its ability to liquify with friction. Our new Slip ‘N Slide Premium Jelly Lubricant formula is even thicker, allowing it to stay exactly where it’s placed. And our feedback thus far has people loving it!”

Slip ‘N Slide Premium Jelly Lubricant was designed to increase intimate comfort. This ultra-thick formula is soft and smooth, fragrance-free, and non-greasy. Its richness was developed to allow for enhanced preparation for sexual intimacy and to help ease discomfort and personal dryness.

A [study](https://www.sciencedaily.com/releases/2010/12/101209074359.htm) by Indiana University found that women who used lubricant during sexual activities reported significantly higher satisfaction and overall pleasure. Additionally, [research](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3492332/) shows that clinicians often prescribe the use of OTC lubricants, especially thicker jelly formulas, for anal intercourse.

“Part of the reason our newest collections launched in 2021, Desire by Swiss Navy and 4-in-1 Playful Flavors, were so successful is that our development team looked to research and consumer trends for guidance,” explained Watkins. “Part of our goal at Swiss Navy is to strategically create products that will increase sales for our own customers. Their success is our success. And the tremendous amount of sales orders we’ve already received for Slip ‘N Slide shows us that this product, too, will be a winner!”

While shipping for Slip ‘N Slide Premium Jelly Lubricant is in full swing, the M.D. Science Lab team is also mindfully taking every possible measure to ensure shipments are safely fulfilled given the ongoing global pandemic.

Please contact your Swiss Navy representative to place your order for Swiss Navy’s Slip ‘N Slide Premium Jelly Lubricant now.

To view 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](mailto:Briana@Swissnavy.com) or visit [www.swissnavy.com](http://www.swissnavy.com).