



Introducing the Desire by Swiss Navy® collection. Developed by women, for women, this comprehensive product line provides solutions for fulfilling intimate desires with innovative formulas created with the female body in mind. Inspired by the science of desire, every custom-made product features key ingredients and unique formulations to engage female consumers and their personal needs.

Desire by Swiss Navy® encourages and empowers women with a collection to fulfill all her desires.

THE FEATURE	THE BENEFIT	THE VALUE
Created with the female body in mind	Women control 85% of consumer spending and are looking for products created for them and their needs	A collection from a trusted brand created by women, for women.
Female-friendly packaging	Encourages healthy exploration	Creates comfortability for users. Appeals to beginners.
American-made, FDA-regulated formulas	Creates product and brand confidence	Identifies as safe. Builds trust. Supports American jobs.

Our Why?

The global feminine intimate care market size was valued at USD 1.1 billion in 2018 and [research](#) predicts its expected growth by 3.4% through 2025. The growth of this market is attributed to increasing awareness among female consumers regarding genital hygiene and intimate wellbeing. Additionally, the U.S. sexual wellness market size was valued at 9.1 billion in 2019 and [research](#) expects it to grow at a compound annual growth rate (CAGR) of 5.2% from 2020 to 2027 due to the growing acceptance of sexual exploration.

Key Target Consumers: Women, in particular, are more enthusiastic about the involvement in discussions about sexuality and do not hesitate in experimenting with sexual wellness products, particularly ones created to meet their specific needs.

Women as Household Purchasers: [Business Insider](#) reports women control 85% of consumer spending in the U.S. Globally, women control [\\$36 trillion in total wealth](#).

Industry Buyer Information:

Many [mainstream retailers](#) are creating 'Sexual Wellness' sections to capitalize on consumers movement from need to want. Part of this change to the marketplace is due to a demographic shift and millennials exhibiting welcoming attitudes about sexual wellness and the products that provide them.

Products developed by women are the next big thing according to [Forbes](#) and the [reported rise](#) of women-centered innovation and a female-driven economy based on the pain points women experience in daily life.

According to an [Indiana University study](#), 65.5 percent of female participants indicated that using lubricants made sex feel very pleasurable and more comfortable, while 70 percent of all participants strongly endorsed lubricants for improving sexual experiences.

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 on the forefront of the wellness market that are offered worldwide.