**Swiss Navy Reports Successful Altitude Intimates Show**

**Press Release**

POMPANO BEACH, Florida – 18 March 2022—M.D. Science Lab, makers of the iconic Swiss Navy brand, attended their first in-person trade show since the beginning of the pandemic—the Altitude Intimates Show, which was held 14-16 March in Las Vegas, Nevada. Attendees were *thrilled* to be back to meeting in person.

“This was our first in-person show in over two years and it really felt like a celebration,” said Briana Watkins, M.D. Science’s Vice President of Sales and Marketing. “We were able to introduce and reintroduce buyers from all over the world to our newest products and our popular core collections.”

Known for their bestselling water and silicone-based lubricants, Swiss Navy introduced two new collections last year, 4-in-1 Playful Flavors and Desire by Swiss Navy. Both won multiple awards.

“Last year we were able to focus on product development, as well as supporting our retail and distribution partners,” said Watkins. “And while those video calls were a lifeline for all of us, it’s truly been amazing to hug all our industry family friends and we can’t wait to meet those who were unable to make it to Las Vegas for this show.”

Swiss Navy has started out 2022 with a bang, including: sweeping the award season with four wins and Briana being named Businesswoman of the Year, sponsoring New York Fashion Week, rebranding their social media presence to Swiss Navy Pride, and launching a comprehensive B2B Resource website.

“2022 is starting out to be a stellar year,” said Randal Withers, M.D. Science Lab’s International Sales Manager. “This Altitude Show was incredible, and I can’t wait to get to see all our international customers soon. Of course, I’m always available for calls and video meetings as well.”

Swiss Navy has been intent on finding ways to assist their customers worldwide more effectively, which led to their Business-to-Business (B2B) website. This portal includes downloadable catalogs, logos, product and training videos, sell sheets, and high-quality content. The platform is mobile-friendly, and no password is needed so that all retailers can easily take advantage of the information and training for their staff members.

“We know that the more successful our customer-partners are, the more successful Swiss Navy is,” said Watkins. “And it’s looking like 2022 is going to be a record-setting year for us on multiple fronts.”

To view the award-winning Swiss Navy collection, please visit swissnavy.com.

To visit Swiss Navy’s Business-to-Business (B2B) Resource Center, please visit [B2BSwissNavy.com](https://b2bswissnavy.com/home).

**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. For more information, please contact Briana@Swissnavy.com or visit www.swissnavy.com.