**#RockyOnTheRoad Expands Training**

**Press Release**

POMPANO BEACH, Florida – March 24, 2022—Throughout the last 18 months of the pandemic there has been one constant—store visits and trainings by Rocky Bowell, better known as #RockyOnTheRoad.

“Since starting with M.D. Science Lab in late 2020, I’ve covered almost 31,000 miles throughout 14 states,” said Bowell. “Being able to connect with retailers one-on-one and give them in-person support during a trying time has been extremely rewarding. I can’t wait to get out there in 2022 and share our newest products and training materials with as many of our customer-partners that I am able to visit.”

#RockyOnTheRoad is currently planning his next places to visit and welcomes retailers and distributors to reach out if they would like to schedule a training.

“We understand that there are a lot of new retail employees entering our industry and we want to be able to fully support them and give them the best possibility for success,” said Briana Watkins, M.D. Science’s Vice President of Sales and Marketing. “Rocky has been an amazing influence for newbies and veterans alike. Our Swiss Navy team appreciates being able to help our retail-partners by providing assistance exactly where it counts the most.”

The Swiss Navy B2B Resource Site, which was launched earlier this year, has been instrumental in providing retailers with training videos, sell sheets, and Bowell’s sales and merchandising tips. ‘Rocky’s Top Tips’ was recently added to the site and shares advice and wisdom from the 25-year industry veteran. Bowell recently shared one of his favorite tips via video.

“Did you know that 90% of people are right-handed and this trait leads them to naturally turn to the right when they enter retail stores,” said Bowell. “Depending on the store set-up, merchandising by science can really be positive for profits.”

Retailers have reported an average increase in sales of 36% after Rocky has completed his in-store trainings.

To see Bowell’s weekly ‘Top Tip’ videos please visit [www.B2BSwissNavy.com/RockysTopTips](http://www.B2BSwissNavy.com/RockysTopTips). To schedule your own Swiss Navy training, please reach out to [Rocky@SwissNavy.com](mailto:Rocky@SwissNavy.com).

To view the award-winning Swiss Navy collection, please visit [swissnavy.com](about:blank).

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](about:blank) or visit [www.swissnavy.com](about:blank).