**In Honor of World Health Day, Swiss Navy Launches Desire Wellness Center**

**Press Release**

POMPANO BEACH, Florida – April 6, 2022— M.D. Science Lab, makers of the iconic Swiss Navy brand, released a female-focused collection developed by women, for women last year, *Desire by Swiss Navy*. Since its release, this award-winning product line has been one of Swiss Navy’s bestselling collections, setting new sales records with its products and formulas, all uniquely created to support female intimate wellness and sexual health.

This year, Desire by Swiss Navy, and the women behind its creation, are recognizing World Health Day.

On April 7, 2022, World Health Day will focus attention on global wellness. This day was created by the World Health Organization (WHO) to celebrate its founding date in 1948.

To commemorate this important date, Swiss Navy is launching their *Desire Wellness Center*.

“Designing a thoughtful collection of products that support women’s health has been incredibly fulfilling. And the fact that this entire line is so successful just shows how much it was needed,” said Briana Watkins, ACS, M.D. Science Lab’s VP of Sales and Marketing. “Of course, we want to do more. Which led us to create an online wellness center that could support our retailers with training and information throughout the year.”

Every day, people are more aware of their health and well-being. For that reason, wellness centers have become the preferred place for people who want to improve via advice, data, and knowledge. The *Desire Wellness Center* aims to provide retailers with intimate wellbeing information to allow them to better serve their customers.

The *Desire Wellness Center* also provides mental wellness tips. According to the [2022 State Of Mental Health In America Report](https://mhanational.org/research-reports/2022-state-mental-health-america-report), mental health in the U.S. has continued to worsen and points to the COVID-19 pandemic as the cause.

“Mental health includes our emotional, psychological, and sexual wellbeing, so it was important to include information on this key topic as well,” said Watkins. “Our goal is to cater to retailer’s overall needs in order to help them be as successful as they can be. We hope that our online wellness center becomes a valuable resource for our customer-partners everywhere.”

To visit Swiss Navy’s *Desire Wellness Center*, please visit [www.B2BSwissNavy.com/Desire](https://b2bswissnavy.com/desire).

For more information on all the newest products from Swiss Navy, please contact your sales representative. To see 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 or visit www.swissnavy.com.