**Swiss Navy Reports XBIZ Miami Show Success!**

**Press Release**

POMPANO BEACH, Florida – May 20, 2022— M.D. Science Lab, makers of the iconic Swiss Navy brand, welcomed back buyers to XBIZ’s first in-person trade show since the start of the pandemic.

Held May 16-19, XBIZ Miami’s energetic event welcomed brands and buyers to gather and experience the latest innovations in the personal pleasure market, allowing friends and family to reconnect with colleagues and focus on the future of the industry.

“The turnout we’ve seen this week is a strong indication that our industry is back to business!” said Briana Watkins, ACS, Vice President of Sales and Marketing for M.D. Science Lab. “It was an amazing feeling being able to see old friends and make new ones while sharing our newest Swiss Navy products, as well as our classic bestsellers.”

Buyers were introduced to Swiss Navy’s new Slip ‘N Slide Premium Jelly Lubricant and the newest addition to the 4-in-1 Playful Flavors collection, Salted Caramel Delight. Swiss Navy’s Premium Toy and Body Cleaner, now available in a one-gallon size, was also a retailer favorite due to the elevated level of cleanliness which continues being adhered to.

“It was so exciting to be surrounded by all the XBIZ Miami attendees,” said Cheryl Flangel, ACS, Senior Sales Executive for M.D. Science Lab. “We were constantly busy, and our meetings were incredibly productive. Of course, it was also wonderful to reconnect with our industry friends and family in person! Everyone had positive feedback about our newest products and were thrilled with our Swiss Navy product range.”

Watkins and Flangel admitted that it was hard for buyers to choose a favorite when it came to Swiss Navy.

“Swiss Navy products are always impressive,” said Ard van den Brandhof, SHOTS’ Purchasing Manager.

Allison Brazier from LSMT echoed the same sentiment, “I always look forward to seeing Swiss Navy’s product range and meeting with their amazing team!”

“Swiss Navy are my go-to products,” said Vincent Renou, the B2B director of wholesale distributor LetsOut.

“Our classics—Water-based and Silicone-based Lubricants, Sensual Arousal Gel, and Premium Anal Lubricant—were heavily praised for increasing retailer sales on a consistent basis,” said Watkins. “But our newest collections, 4-in-1 Playful Flavors and Desire by Swiss Navy, are setting sales records as well! It’s a great feeling to be able to create and represent such amazing products that help our customer-partners be successful within their own businesses.”

While XBIZ Miami was an incredible success for Swiss Navy, the entire team is already focusing on the upcoming ANME Show and their products currently in development.

“We have so many great things in the pipeline that we can’t wait to share,” said Watkins. “On behalf of our entire Swiss Navy team, I’d like to share that we’re all incredibly happy that in-person trade shows are back, and we can’t wait to see you all again soon!”

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