**Swiss Navy Reports ANME Show Success**

**Press Release**

POMPANO BEACH, Florida – July 13, 2022— M.D. Science Lab, makers of the iconic Swiss Navy brand, officially announced their newest additions at the July 2022 Adult Novelty Manufacturers Expo (ANME) trade show this week, and their products and new booth were met with excitement and praise.

This was the first in-person ANME show in over two years and attendees were thrilled to be back to business face-to-face, and Swiss Navy’s new streamlined booth was also an elegant, welcome surprise for buyers.

“Being able to connect with our customer-partners in person this week has been incredible,” said Briana Watkins, ACS, Vice President of Sales and Marketing for M.D. Science Lab. “There’s nothing like being able to physically share our newest products with people. Many of our products involve taste and sensations that need to be experienced. This year’s ANME was special because of the past couple of years and the isolation that many dealt with. I speak on behalf of our entire team when I share that this was truly our most successful ANME show yet!”

Swiss Navy has been implementing several changes recently with a new CEO taking the helm, a new booth being premiered, and the introduction of an online training certification program to support retailers—many of which are experiencing a high turn over rate.

“Since joining the Swiss Navy team almost three years ago I’ve strived to create new products and programs to better help our customer-partners reach their business goals,” said Watkins. “We understand that when our partners are successful, we’re successful. And this goal is infused into our business practices and affects everything from our new products to the marketing resources on our B2B site.”

With their customers in mind, Swiss Navy premiered new products at ANME that were created with intent and thoughtfulness.

“Our new kits, which are a convenient mini design, were definitely a clear hit,” said Watkins. Two new kits were added to the Swiss Navy line up, each featuring three one-ounce bottles of lubricants and/or toy cleaner. These kits were created in response to customer requests and are already garnering record-setting order numbers.

“We know that consumers are spending their money wisely right now and we intentionally created kits to maximize their purchase dollars,” said Watkins.

Another new addition included Anal Jelly Premium Personal Lubricant that blends the traits of Swiss Navy’s Premium Anal Lubricant and Slip ‘N Slide Premium Jelly Lubricant. Being an in-person show, buyers were also reintroduced to Swiss Navy’s Deep Throat Fast Acting Oral Numbing Spray in a delicious, salted caramel flavor.

“Buyers were universally excited with our new products,” said Watkins. “Swiss Navy is known for creating the best lubricants on the market and we wanted to add products that reflected our quality and commitment.”

Shipping for all new additions is planned for 60-90 days from the close of the ANME show and buyers who have not already placed their pre-orders are encouraged to contact their Swiss Navy sales representatives.

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/).

For sales and marketing resources, please visit Swiss Navy’s B2B Resource Center at [b2bswissnavy.com](http://www.b2bswissnavy.com).

To learn more about becoming a Swiss Navy Certified Expert with free online certification, please visit [swissnavycertifiedexpert.com](http://swissnavycertifiedexpert.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).