



Anal Jelly Premium Personal Lubricant

Swiss Navy is known for creating the best lubricants on the market and we're adding something *new* to our brand—a Premium Anal Jelly.

This Anal Jelly Premium Personal Lubricant has an extra-thick water-based formula to help make sexual activities more comfortable and enjoyable—and includes Clove Oil, which is antimicrobial and a natural anesthetic to help relax muscles and reduce pain.

This rich jelly formula provides an intimate cushion and conveniently stays where applied. Recommended for personal, partnered, and pleasure product use.

THE FEATURE	THE BENEFIT	THE VALUE
Ultra-thick, non-greasy formula	Uniquely and conveniently stays exactly where placed.	Thicker formula prevents spills and the need for multiple reapplications, allowing overall for less amount of product needed to be used. This can help consumers save money.
Clove oil, which contains the active ingredient Eugenol	Eugenol is a natural anesthetic used to help reduce pain.	In addition to providing the benefits of Eugenol, Clove Oil is antimicrobial to help kill bacteria, which is important since <u>medical research</u> has found this particularly beneficial for those who participate in anal sex.
Strategically reduces friction	According to <u>WebMD</u> , a thicker lubricant lessens abrasion and friction better than a thin lube.	Essentially, a thicker jelly lubricant can provide a more comfortable intimate experience for many consumers.
American-made, FDA-regulated formulas	Creates product and brand confidence.	Identifies as safe. Builds trust. Supports American jobs.

Benefits of Swiss Navy's Anal Jelly Premium Personal Lubricant

- Clean, water-based formula—ideal for people with sensitive skin and safe to use with sex toys and all types of condoms
- Every tube is safely sealed with an aluminum foil seal
- Flip top cap allows for easy one-handed application
- Natural clove fragrance

DID YOU KNOW?

Jelly lubricants are a classic and can be traced back to the early 1900s.

Anal Jelly Premium Personal Lubricant is a thick gel that smoothly glides on and stays wherever it's put. The thick formula allows consumers to focus on their intimate activities, quickly prepare for sex play, and can help increase sexual enjoyment. The thoughtful addition of Clove Oil can help add comfort, as well as provide an important antimicrobial element.