**Swiss Navy Encourages Placing Holiday Orders Now**

Press Release

POMPANO BEACH, Florida – October 20, 2022—M.D. Science Lab, makers of the iconic Swiss Navy brand, has ramped up their production schedule as pre-holiday orders surge.

In preparation for the massive amount of sales anticipated, Swiss Navy is increasing their already robust production schedule. The company is not only ramping up manufacturing—they have also stocked up on raw materials in order to better serve their customer’s needs.

“Historically, we find our sales pick up at this time every year,” said Briana Watkins, ACS, Vice President of Sales and Marketing for M.D. Science Lab. “Our pre-holiday orders have started strong, and we are increasing production schedules to ensure everyone has their stock in plenty of time for the busy holiday season.”

As always, Swiss Navy pays careful attention to their customer data and historic sales trends in order to stay focused on their company vision and to be able to better help their retail partners.

“It’s important to the entire Swiss Navy team that this 2022 holiday season is a major success for our customers,” said Watkins. “We’re encouraging everyone to get their orders in now so there is plenty of time to get everything needed in a timely manner.”

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).

Retailers and their staff are encouraged to sign up for free online certification training to become a Certified Swiss Navy Expert at [swissnavycertifiedexpert.com](http://www.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](mailto:Briana@Swissnavy.com) or visit [www.swissnavy.com](http://www.swissnavy.com).