**Swiss Navy's Warming Lubricant Sales Accelerate when Temperatures Drop**

POMPANO BEACH, Florida – December 7, 2022—M.D. Science Lab, makers of the iconic Swiss Navy brand, are seeing an annual trend with regard to their lubricants that provide sensations of warmth.

“We always look to our data in order to provide our customer-partners more helpful information on their purchases and planning,” said Briana Watkins, ACS, M.D. Science Lab’s Vice President of Sales and Marketing. “We’ve noticed a distinct pattern showing our sales of warming lubricants rise significantly during the winter months. Of course, this intuitively makes sense, but it was very enlightening to see our data reflect this trend.”

This retail trend is reinforced by what is called the “Cold Weather Effect”. According to Business.com, profits rise when temperatures drop. The “Cold Weather Effect” has been shown to drive sales as consumers shop and stock up, particularly online.

Research has shown that weather can indeed affect economic activities. In August 2022, the Federal Reserve Bank of San Francisco released findings from analyzing daily sales of select national retailers. Their findings saw an increase in sales, particularly of items related to warm apparel, during severe weather events.

“Coincidentally, we recently added two new flavors to our award-winning 4 in 1 Playful Flavors collection, which does provide a warming sensation, and we were immediately surprised by the number of sales—but this is right in line with our data,” said Watkins. “From our original Swiss Navy Warming Lubricant to our Desire Sensual Arousal Gel, we have quite a few options for our customer-partners that match what consumers will be purchasing over the winter months ahead. We’re here to use our data to help our partners increase their sales wisely.”

To learn more about Swiss Navy’s warming lubrication products, please contact your representative.

To view the latest Swiss Navy product range, please visit 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 1999, 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](http://www.swissnavy.com).