**Swiss Navy’s NEW Anal Jelly is Now Shipping**

Press Release

POMPANO BEACH, Florida – February 13, 2023—M.D. Science Lab, makers of the iconic Swiss Navy brand, confirmed that their Anal Jelly Premium Personal Lubricant is now shipping.

“It’s exciting because this product blends attributes from two of our bestselling items,” said Briana Watkins, ACS, M.D. Science Lab’s Vice President of Sales and Marketing. “It combines the most popular elements of our silicone-based Swiss Navy Premium Anal Lubricant with its clove leaf oil and our water-based Slip ‘N Slide Premium Jelly Lubricant. Now consumers can experience the best of both formulas in an extra-thick water-based anal jelly enhanced with clove.”

Swiss Navy’s Anal Jelly Premium Personal Lubricant is a rich jelly that provides an intimate cushion and conveniently stays where applied. It is recommended for personal, partnered, and pleasure product use.

The addition of clove leaf oil is unique in that it contains the active ingredient Eugenol, which is a natural anesthetic and has antimicrobial properties to help kill bacteria that can be important since medical [research](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1446289/pdf/10897191.pdf) has found this particularly beneficial for those who participate in anal sex.

“As always, we pay attention to what our retail partners are asking for and what consumers are seeking,” said Watkins. “This has led to our new-release products being perpetual top sellers.”

To place your order for Swiss Navy’s Anal Jelly Premium Personal Lubricant please contact your Sales Representative.

To view the latest Swiss Navy product range, please visit [swissnavy.com](about:blank).

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](mailto:Briana@Swissnavy.com) or visit [www.swissnavy.com](http://www.swissnavy.com).