**Swiss Navy Celebrates Third Annual International Lubricant Day**

**Press Release**

POMPANO BEACH, Florida – April 19, 2023— M.D. Science Lab, makers of the iconic Swiss Navy brand, is once again celebrating International Lubricant Day on April 22. Since its creation in 2021, M.D. Science Lab has kept its intention true, hoping that this day of acknowledgement will increase the visibility and acceptability of lubricants as a healthy part of a person’s intimate life.

“Our continuous research has found that the use of lubricants can help enhance sensations and make sexual activities more comfortable and pleasurable,” said Briana Watkins, ACS, M.D. Science Lab’s VP of Sales and Marketing. “However, there are still people who believe that using a personal lubricant is unnecessary or that its use is stigmatized. Our goal in sponsoring international lube day is to allow people to see lubricants in more beneficial manner.”

Like last year, 2023s celebration recognizes the importance of lubricant and the value it can bring to relationships and personal health. This year the Swiss Navy Team is hoping people will examine their beliefs about lube and its uses.

“It’s healthy to consider personal lubricants as part of intimate wellbeing,” said Watkins. “We can change how lube is viewed one person at a time—and International Lubricant Day encourages just that.”

International Lubricant Day is meant to engage consumers and encourage them to talk about lube, discuss their favorite types, and share their recommendations with their closest friends.

To help start conversations, Swiss Navy created a resource page at [www.internationallubeday.com](http://www.internationallubeday.com).

“We encourage people to post on social media, tag us, and include the hashtag #InternationalLubeDay. Let’s get these healthy conversations started!” said Watkins.

To visit Swiss Navy’s B2B Resource Center, please visit [www.b2bswissnavy.com](http://www.b2bswissnavy.com).

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/).

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](about:blank) or visit [www.swissnavy.com](about:blank).