**Swiss Navy’s NAKED 100% Natural Personal Lubricant is NOW SHIPPING!**

Press Release

POMPANO BEACH, Florida – May 22, 2023—M.D. Science Lab announced today that they have begun fulfilling orders of their newest product, Swiss Navy’s NAKED 100% Natural Personal Lubricant – now available in a variety of sizes: 8oz, 4oz, 2oz, 1oz, 10ml, and 5ml.

Introduced earlier this year at the ANME Show in January, retail buyers reported this natural product is on trend and ideal for their customers.

“We’ve been hearing a lot of feedback from our customers that all-natural products are one of the top requests they receive,” said Briana Watkins, ACS, M.D. Science’s Vice President of Sales and Marketing. “We always listen to our customer-partner feedback and make sure to create our new products around consumers’ needs. This is one way to ensure our new products quickly become bestsellers.”

Swiss Navy’s NAKED 100% Natural Personal Lubricant was created for all skin types, so everyone can enjoy smooth, frictionless pleasure for any type of sexual activity and preference. NAKED is an advanced hypoallergenic formula made with the finest ingredients and is water-based and free of parabens and glycerin. It is enriched with a refreshing aloe scent.

“As of 2020, nearly 73% of consumers worldwide believe it’s important for their consumable goods to be natural,” said Watkins. “The shift in consumers actively looking for more natural products is due to an updated perception of health specifically brought on by the pandemic. And our entire Swiss Navy team is already hearing a lot of positive feedback on NAKED and how it’s perfectly in line with what consumers are looking for.”

Swiss Navy invites you to contact your Swiss Navy representative to place your order for NAKED today.

To see the latest Swiss Navy product range, please visit [swissnavy.com](https://swissnavy.com/).

For sales and marketing resources, including the sell sheet for NAKED, 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).