**Swiss Navy Reports Successful ANME Show**

**Press Release**

POMPANO BEACH, Florida – July 18, 2023— M.D. Science Lab, makers of the iconic Swiss Navy brand, officially premiered their newest additions at the July 2023 Adult Novelty Manufacturers Expo (ANME) trade show this past week. Their new products were met with excitement and praise, and Swiss Navy’s streamlined booth was elegant and welcoming for buyers.

“Being able to connect with our customer-partners last week was incredible,” said Briana Watkins, ACS, Vice President of Sales and Marketing for M.D. Science Lab. “There’s nothing like being able to physically share our newest products with our favorite people. Many of our products involve taste and sensations that need to be experienced. I speak on behalf of our entire team when I share that this was truly our most successful ANME show yet!”

Swiss Navy premiered two new flavors of their bestselling Swiss Navy Deep Throat Fast Acting Oral Numbing Spray. Joining their original flavor of salted caramel, mango and chocolate mint will also now be available in a 2-ounce bottle size.

“Both of our new Deep Throat flavors received glowing feedback,” said Watkins. “We’ve gotten so many requests to expand our flavor options and the new mango and chocolate mint flavors were the hit of the show.”

As always, Swiss Navy keeps their customer-partners in mind when creating new products and these recently premiered products were created with intent and thoughtfulness.

“It was also great to have our entire Swiss Navy sales team in attendance this year,” said Watkins. “We even had Kerrie McKinnon, our Australian rep, attend. This year’s ANME Show truly felt like a celebration.”

Swiss Navy’s team were also able to celebrate their SE Award win as Lubricant Company of the year.

After wrapping up ANME Show orders, Swiss Navy is thrilled to report record-setting order numbers. Much of this was attributed to the two new Deep Throat flavors already being in stock and ready to ship.

“Buyers were really excited about our new products and our entire Swiss Navy line up,” said Watkins. “Swiss Navy is known for creating the best lubricants on the market and we wanted to add products that reflected our quality and commitment – and to receive an award that honors our dedication, well, that is just icing on the top of a great show!”

Buyers who have not already placed their orders are encouraged to contact their Swiss Navy sales representatives.

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/).

For sales and marketing resources, please visit Swiss Navy’s B2B Resource Center at [b2bswissnavy.com](http://www.b2bswissnavy.com).

To learn more about becoming a Swiss Navy Certified Expert with free online certification, please visit [swissnavycertifiedexpert.com](http://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.