**For National Wellness Month, Swiss Navy Promotes**

**Consumable Products for Consumer Health**

Press Release

POMPANO BEACH, Florida – August 3, 2023—August is National Wellness Month and while last year’s focus was on self-care, this year the theme is taking a pledge to commit to healthy habits by joining a 31-day Wellness Month Challenge and encouraging others to do the same.

One thing that many people don’t naturally think of as healthy is sex. But studies by the Oregon Health & Science University have shown that sex is extremely beneficial to our overall health.

One way retailers can support National Wellness Month is by assisting consumers on their wellness journeys with thoughtful recommendations for healthy consumable products, such as intimate lubricants, topical enhancements, and supplements.

“We understand that sexual health is important—it’s one of our core beliefs when it comes to our products,” said Briana Watkins, ACS, Vice President of Sales and Marketing for M.D. Science Lab. “And we know that our Swiss Navy consumable goods are not only helpful to everyday customers, but they also create repeat sales for our retail partners.”

Personal lubricants are intended to make intimate activities more comfortable and enjoyable, but they can often provide even more health benefits. According to research published in the Sexual and Reproductive Health Matters journal, personal lubricants help provide short-term relief from vaginal dryness and dyspareunia.

“Sometimes consumers forget how something in a small bottle can have such a huge impact on their love life,” said Watkins. “That’s why it’s smart for retailers to use August and National Wellness Month to help their customers prioritize intimate health. Recommending a personal lubricant can do something wonderful for a person and their partner.”

Swiss Navy strives to support wellness year-round with a wide range of products that can help create healthy habits in personal and partnered intimate relationships. And because wellbeing is not a one-time event, most consumers will return to purchase retailer lubricant recommendations long after August has passed.

For more information on Swiss Navy products and to learn other ways to increase your sales, 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).

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).

REFERENCE LINKS:

* Oregon Health & Science University [LINK](https://www.ohsu.edu/womens-health/benefits-healthy-sex-life#:~:text=Studies%20have%20shown%20that%20sex,Lower%20blood%20pressure)
* Research published in the Sexual and Reproductive Health Matters journal [LINK](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8942543/)