**Swiss Navy spotlights the Importance of National Anal Health Month**

Press Release

POMPANO BEACH, Florida – August 15, 2023—August is National Anal Health & Awareness Month and it’s the perfect time for retailers to focus on consumers who are wanting to learn more about this worthy topic.

August can act as a reminder to keep anal health and safety practices in the forefront of people’s minds.

“Our team as a whole is always looking to increase awareness of overall health and safety, but during August we all tend to focus on anal play and how we can help our retail partners to be prepared for consumers wanting to celebrate and participate in honoring Anal August in all its forms,” said Briana Watkins, ACS, Vice President of Sales and Marketing for M.D. Science Lab.

Some anal hygiene information for retail staff to know:

* The anus is self-cleaning, but it’s recommended to wash it every day with water.
* Using soaps or harsh chemicals can upset the natural oils that the body produces to promote anal health.
* Excessive wiping and over-use of cleansing wipes should be avoided.

While anal health is always important, the most common topic consumers bring up with retail staff during August is, of course, anal pleasure.

The perianal area contains numerous nerve endings and the skin around the anal area is tender and very sensitive. This sensitivity can lead to sensually pleasing sensations. But the rectum is not self-lubricating, so retailers should always encourage consumers to add plenty of personal lubricant to their purchases.

“According to research, in 2022 around 40 percent of people in the U.S. reported they’ve tried anal sex,” said Watkins. “And the popularity of anal play continues to grow. That’s why we offer different types of anal lubricants and make sure that we’re aware of anal safety practices.”

Their iconic Swiss Navy brand is well known for their Premium Anal Lubricant, which is silicone based. But they recently introduced a water-based jelly formula, Swiss Navy’s Anal Jelly Premium Thick Water-Based Anal Lubricant, which has been a bestseller since day one.

Both Swiss Navy anal lubricant formulas, silicone and water-based, have the addition of Eugenia Caryophyllus, or Clove Flower Oil.

Clove oil has traditionally been used for a variety of purposes, including:

* as an antimicrobial, to help kill bacteria, which is important since medical research has found this particularly helpful for those who participate in anal sex.
* as a pain reliever for conditions such as muscle pain.

Clove oil is also a great natural remedy for moisturizing dry skin, making it beneficial for tender skin in the anal region.

“What we want retail staff to keep in mind this month is that consumers encouraged to practice safe anal play leads them to engaging in more pleasurable anal sex. And we also want them to know that Swiss Navy is always here to help,” said Watkins.

For more information on Swiss Navy anal-centric products, 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).

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* Statista - [LINK](https://www.statista.com/statistics/1366920/us-tried-anal-sex/#:~:text=In%202022%2C%20around%2040%20percent,from%2031%20percent%20in%202001.)