**Swiss Navy Releases NEW Limited Edition Playful Flavors**

Press Release

POMPANO BEACH, Florida – December 26, 2023—M.D. Science Lab, makers of the iconic Swiss Navy brand, is releasing a new limited-edition flavor in their award-winning 4 in 1 Playful Flavors collection. This bestselling line will now include one more flavor profile that consumers will immediately connect with—Sweethearts!

“We know that with Valentine’s Day quickly approaching, we wanted to create a new flavor that our retail partners could benefit from with increased sales—and that would resonate with consumers,” said Briana Watkins, ACS, M.D. Science Lab’s Vice President of Sales and Marketing. “Sweethearts is the perfect flavor because it naturally brings fun, romantic images to mind. And, I have to commend our team in the lab because they truly hit it out of the park with the deliciousness of this new flavor!”

Sweethearts are an iconic heart-shaped candy that has been shared by lovers for more than a century. These classic candies symbolize love and bring back memories of youthful delight and pure sweetness with their uniquely subtle flavor blend of cherry, banana, strawberry, grape, and orange.

Enjoying the flavor and scent of 4 in 1 Playful Flavors Sweethearts may serve as a nostalgic memory cue for positive experiences previously enjoyed.

“Our entire team is excited that we were able to get this newest flavor out well ahead of the Valentine’s Day holiday,” said Watkins. “Our team is ready to begin accepting orders for this limited-edition flavor that is sure to sell out.”

Swiss Navy’s 4 in 1 Playful Flavors line was launched in early 2021 with four flavors—Straw-Kiwi Pleasures, Wild Passion Fruit, Chocolate Sensation, and Poppin Wild Cherry. Salted Caramel Delight was added in late 2021, Watermelon and Cotton Candy flavors were introduced earlier this year, and Mango joined the line up last month in November 2023.

All 4 in 1 Playful Flavors unique water-based formulas offer multi-purpose pleasure options: Warming, Edible, Lubricant, Massage. Playful Flavors is lube for every lover’s lifestyle. From frisky foreplay to surreal sex, 4 in 1 Playful Flavors makes it easy for consumers to explore ways to add more play to their love life.

To place your order for this new 4 in 1 Playful Flavors product, please contact your Swiss Navy Sales Representative.

To view the latest Swiss Navy product range, please visit 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 or visit [www.swissnavy.com](http://www.swissnavy.com).