**Swiss Navy Certified Expert Program**

**Wins Best Staff Education at SIGN-Awards 2023**

Press Release

POMPANO BEACH, Florida – 17 January 2024—M.D. Science Lab, makers of the iconic Swiss Navy brand, has been awarded SIGN Magazine’s annual SIGN-Awards 2023 ‘Best Staff Education’ for their Swiss Navy Certified Expert online training program.

Each year the SIGN-Awards review a substantial selection of notable products, people, and programs from around the globe to determine those companies who have launched the best and most innovative new items and education platforms. Their award winners are considered to offer the most valued products and services within this industry.

“On behalf of our entire Swiss Navy family I would like to thank the SIGN-Awards committee for their continued support and recognition.” said Briana Watkins, ACS, M.D. Science Lab’s Vice President of Sales and Marketing. “We are incredibly honored to have our Swiss Navy Certified Expert online training program recognized with this Best Staff Education award. We have created a community of Swiss Navy Certified Experts, and we continue to keep them engaged with monthly raffles. This program has made Swiss Navy stand out and I am very proud of this win! I would like to extend my thanks to Sunny for all her hard work on this program.”

M.D. Science always been committed to creating products that elevate consumer’s intimate experiences and deliver the possibility of a healthier sex life. And the entire company supported the desire to have an online training platform that could help retail staff to be more informed about Swiss Navy brand products.

“So many retailers struggle with the demands of constantly training and retraining their staff,” said Dr. Sunny Rodgers, Director of Brand Development for M.D. Science Lab. “We knew that creating a self-paced certification course that could be accessed on multiple devices at any day and time to fit into retail staff schedules would be incredibly valuable to our customers. And I’m happy to share that we’ve been able to certify over a thousand staff members so far. Seeing this online training platform grow has been incredibly rewarding and I truly appreciate the SIGN-Awards committee for this wonderful honor.”

The multi-module course covers everything from types of consumable goods to in-depth knowledge of uses and solutions and is peppered with *Did You Know* tidbits to help initiate conversations with consumers. The course was created in a bite-sized format so that retail staff can easily navigate their way to certification on any time schedule.

Some graduates reported that they appreciate knowing more about ingredients and how they may affect a consumer’s body. And almost all course participants agree that the knowledge they’ve learned will help them be better at working with consumers on a daily basis.

Upon successfully completing all ten modules in the course, the staff member will receive a certificate of completion announcing them as a ‘Swiss Navy Certified Expert’. The students and graduates have become a community where ongoing education and monthly giveaways keep retail staff rewarded and engaged.

Retailers and their staff are encouraged to sign up at [www.swissnavycertifiedexpert.com](http://www.swissnavycertifiedexpert.com).

To see the latest Swiss Navy product range, please visit [swissnavy.com](https://swissnavy.com/). For more sales and marketing resources, please visit Swiss Navy’s B2B Resource Center at [www.b2bswissnavy.com](http://www.b2bswissnavy.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).