**Swiss Navy WINS 2024 ‘O’ Award for Best Lubricant Brand**

POMPANO BEACH, Florida – January 29, 2024—M.D. Science Lab, makers of the iconic Swiss Navy brand, has won the top honors in their category at the 2024 ‘O’ Awards —Best Lubricant Brand!

The 15th annual ceremony was held on Wednesday, January 26, in Las Vegas as part of the 2024 AVN Novelty Expo (ANE). The annual ‘O’ Awards showcases and celebrates the best of the best from the pleasure products segment of the adult industry.

“It is such an honor for me to thank the ‘O’ Awards team and our industry family on behalf of our entire Swiss Navy team for this outstanding award,” said Briana Watkins, ACS, M.D. Science Lab’s Vice President of Sales and Marketing. “Receiving this award is the perfect way for us to kick off 2024!”

2024 is also Swiss Navy’s 25th Anniversary, so there is a lot to celebrate this year.

Ralph Albrecht, M.D. Science Lab’s CEO, also sent his appreciation and thanks to the ‘O’ Awards team. “Our entire Swiss Navy family is sincerely thankful for this prestigious award and we appreciate the members of our industry recognizing the quality and care that we put into our products. This ‘O’ Award is a treasured symbol of our continued success.”

For the past 25 years M.D. Science has been committed to creating products that elevate consumer’s intimate experiences and deliver the possibility of a healthier sex life. And, as a team, they are always striving to bring more valuable products, sales support, and training opportunities to their retail partners.

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).