

Thermalabs to Lay Out 2017 Diversification Plan

Cosmetics firm has said that it will make public its growth intentions for 2017.

January 6, 2017 (FPRC) -- Thermalabs has said that it will reveal its strategic growth and diversification plan for 2017. This is becoming a company tradition given that in January 2016; Thermalabs laid out its growth plan. The company has made tremendous progress over the last few years. Part of this growth can be attributed to an effective marketing plan, and an ability to venture into various market areas without losing focus on quality.

Thermalabs is a leading cosmetics brand based in the United States. The company was launched early 2013, starting out with a tanning lotion that sold like hotcakes. Thermalabs pilot product, the Original Self Tanner, was a premium formulation that was designed from organic and natural ingredients. Following a pre-launch marketing campaign by the firm, the product sold over 10000 units in week one. This attracted a lot of positive coverage from industry blogs and news outlets focusing on the beauty industry. Effectively, this gave the young brand the exposure it needed to be able to take on the big brands.

Thermalabs has over the last 2 years diversified into various market areas. The company's Supremasea sub-brand is in control of Thermalabs skincare products based on Dead Sea mineral salts. Thermalabs last year also launched Tent World, a new sub-brand that would be in control of its tents for sports and the beach. The last semi-independent sub-brand launched by the company is Organic Healthcare, which makes healthcare products based on natural ingredients acquired from the mountains of Galilee in Israel. Thermalabs ambitious diversification blueprint appears to be paying off so far, given that most of the products the company has launched have been successful in the market.

Thermalabs has thus far introduced over 40 different products in the market. While the initial product portfolio by the company centered on self-tanners, this has changed with time. The firm has now produced a significant variety of beach-convenience products, including sunscreen lotions, beach tents, beach T-Shirts, beach chairs, and more. Thermalabs last year also introduced 3 natural healthcare products that are meant to restore the vigor, energy, and health that human ancestors enjoyed. The products are handmade based on over 1000 years of ancient healthcare wisdom acquired from the work of the Rambam.

Alex Howard, the chief marketing coordinator at the company, said, "As is tradition, Thermalabs plans to make public its 2017 diversification plan. We are always looking to expand so that we can make our quality products and services available to more people. In 2017, we are going to increase our organic healthcare product portfolio, and manufacture more beach-convenience products. The specific details on what products will launch will be released in a subsequent press statement. Critics have dismissed our annual public outline as a giveaway to the competition, but it actually helps our customers to know what we are up to. Keep it Thermalabs to learn more about our plans."

Contact Information

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