

Thermalabs to Publish Industry-Wide Tent Insights on Tent.tips

Cosmetics firm Thermalabs has said that it will publish industry-wide tent insights on a new domain name, tent.tips.

January 6, 2017 (FPRC) -- Thermalabs, a leading US-based cosmetics bigwig has launched a new domain that it will use to share information regarding beach and sports tents. The company has said that it plans to use the new domain names to educate consumers on what types of tents they need to use in different circumstances, as well as enlighten them on what brands provide quality tents for various applications.

Thermalabs is currently a leading player in the global cosmetics space. The company opened its doors in 2013, starting out with a tanning lotion known as 'America's Gold Standard Tanner'. This initial launch was created from exclusive organic ingredients such as Aloe Vera, Green Tea, and Olive Oil. It delivered a desired tan faster than any of the competition's products, which made it incredibly popular in the market. The company managed to sell over 10,000 units of the Gold Standard Tanner within week one post-launch. The immense success that this product witnessed helped stage a successful future for the company in the self-tanning niche.

Ever since Thermalabs has diversified its operations to cover other market areas. The firm's Supremasea sub-brand is in charge of all skincare products created from Dead Sea Salts. Thermalabs also launched Tent World, a new brand that will take control of all tent product from the company. The last sub-brand that the company has launched as part of its diversification plan is Organic Healthcare. Based in Israel's Galilee region, Organic Healthcare manufactures healthcare products based on naturally-occurring herbs, seeds, and plants extracted from the mountainous Galilee region in Israel.

Thermalabs Tent World has so far furnished the market with at least 7 different products. These are all beach tents that are named after planets in the solar system, with the smallest labeled 'Pluto' and the largest named 'The Sun'. Most of Thermalabs tents have a protective coating that keeps away the sun's harmful UV radiation, as well as extra features designed to make them more user-friendly. Thermalabs has said that its tents also have an instant pop-up operation so that users can get them up and running within seconds. The company also plans to make more tents in the upcoming months.

Ann Spencer, Thermalabs brand manager who's in charge at Tent World, said, "We are today glad to announce the launch of tent.tips, a new informational platform that will educate consumers in the tents market. Our goal with this platform is not to market our products, but rather to increase available information regarding tents products. This site will publish all and any information that can help a consumer choose a better tent based on their needs. This includes reviews and instructional guides. We are looking to make it easier for users to choose and buy tents not only from Thermalabs but other brands. Stay tuned for more from Thermalabs..."

Contact Information

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Keywords

[tent.tips](#)

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