

## **Thermalabs Reveals Formulation behind Its Tan Enhancer Lotion**

*Thermalabs, a leading cosmetics manufacturer, has finally revealed the formula behind their top-flying Tan Enhancer lotion.*

February 17, 2017 (FPRC) -- Thermalabs today revealed the formulation behind one of their top products, the Tan Enhancer lotion. The company introduced Tan Enhancer early 2015 and marketed it as an extraordinary formulation that maintained that radiant glow after a tan. However, the company was unwilling to reveal the exclusive formula that had been used to create this product.

Thermalabs is a leading manufacturer of self-tanning accessories. The company is headquartered in New York City but operates a number of production centers in other parts of the world. Thermalabs started out as an ambitious startup that was keen on furnishing the self-tanning niche with top-notch formulations. The firm's first launch was a tanning lotion known as the 'Gold Standard Tanner'. This product uniquely featured 70% organic and 97% ingredients. It also delivered a beautiful tan faster than the competition's tanners, which made it an instant sensation in the market. The success that Thermalabs earned from its pilot launch has played a massive role towards making it the successful and expansive company it is today.

Thermalabs has in recent times been launching various sub-brands, in a move that company insiders have called a 'diversification plan'. Thermalabs announced Supremasea in 2015. This is a new sub-brand that's in charge of all healthcare products by the company. Tent World, a new outfit that manufactures top-notch outdoor tents, is also a Thermalabs sub-brand. More recently, the company introduced Organic Healthcare, a new operation that will be focusing on organic healthcare products. Thermalabs Organic Healthcare will be based in Galilee, Israel, where the company has created a new factory.

Tan Enhancer is a Supremasea product. The product's main goal is to enhance the results of a tanner. That means users can apply it after a tanning experience to maintain that radiant glow. Thermalabs has said that Tan Enhancer works with tanners from every brand. The company has also revealed that the innovative formula they used for this product includes Vitamin E, and Dead Sea salts. Tan Enhancer also moisturizes the skin and keeps it safe from environmental pollutants such as free radicals. According to Thermalabs, Tan Enhancer should be applied daily after sunbathing, or at least 4 hours after self-tanning.

Kristina Meyers, the brand manager in charge at Supremasea, said, "There's been a lot of pressure from a lot of people wanting to know how exactly we created Tan Enhancer, one of our most successful products. Well, this is an organic product that was blended from a three-fold combination of Dead Sea salt, Vitamin E, and Shea butter. The Dead Sea salts are in greatest proportion and are meant to promote the health of your skin. Vitamin E is meant to protect your skin from pollutants, while Shea Butter keeps the skin suppler after a tanning session. This rather simple formula was hard to come by, but it helped us create a product that delivered..."

### **Contact Information**

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**Keywords**

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