

Thermalabs to Ship Detailed Beach-Life Booklet with Its Mercury Tent

Cosmetics firm Thermalabs has said that it'll now ship a new beach-life booklet with its popular beach tent.

February 21, 2017 (FPRC) -- Thermalabs, a major cosmetics producer based in the United States, has said that it'll include a detailed beach-life booklet with each mercury beach tent unit shipped. The new booklet will feature detailed information regarding how consumers can make the most out of the company's tent, as well as offer insightful tips on beach-time skincare. This move, the company has said, is aimed at increasing consumer education, and creating awareness for skincare among beach-goers.

Thermalabs is a US based cosmetics manufacturer that became widely popular in the self-tanning niche, usually due to their production of top-quality tanning formulations. Currently, Thermalabs has created at least two dozen different products for the tanning niche. The majority of these are tanning lotions and tanning-related accessories. In recent years, however, the firm has also sought to differentiate itself as a global player in a number of other industries. Thermalabs launched its Supremasea sub-brand to take charge of its operations in the skincare space. Supremasea has introduced 4 top-notch skincare products in the market, most of which are based on Dead Sea mineral salts. Other sub-brands that Thermalabs has introduced in recent times include Tent World and Organic Healthcare. Tent World is the company's division in charge of all beach and sports tents, while Organic Healthcare is a new Israeli-based division that produces quality healthcare products based on 100% bio-organic ingredients.

Thermalabs Mercury beach tent was launched in December 2015. Following a strategic pre-launch marketing campaign by the company, the product sold like hot cakes. In fact, the success that the firm witnessed with this tent led it to manufacture at least 7 other similar tents, which are also available in the market at this time. Each of Thermalabs beach tents is named after a planet in the solar system. The largest tent is named 'The Sun', while the smallest is named 'Pluto'. The Mercury beach tent features a protective coating that shields its occupants from the sun's harmful UV radiation, as well as side pockets that can be filled with sand for extra stability. The tent provides a relaxing hiding place for beach goers, and also comes with an extra-comfy bottom for kids.

According to Thermalabs.com marketing coordinator, Mr. Alex Howard, the new booklet will be available at no cost to the company's customers. Mr. Howard has said that the booklet will help people make better use of Mercury, Thermalabs pilot beach tent. It will also include some other crucial information regarding skincare especially while at the beach. This, Mr. Howard has said, is a move by the company to add value by educating its consumers.

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