

Supremasea Research Working on More Dead Sea Formulations

Supremasea's research arm has said that it's working on more Dead Sea salts formulations

February 25, 2017 (FPRC) -- Supremasea has said that it's working on new Dead Sea salt formulations that should hit the market within the second quarter of this year. This came from the company's research department, located in the brand's number one production center in Galilee, Israel. This move is consistent with a recent announcement by the company to increase its research and production efforts come 2017.

Supremasea is an Israeli brand that's widely known for its production of top-notch skincare products based on rare Dead Sea salts. Established way back in 2014, Supremasea has recorded progressive growth in the market, launching at least four top releases in the space of two years. The company is owned by Thermalabs, a major producer of cosmetics and self-tanning accessories. Supremasea's goal is to flood the global skincare market with top quality products that help people realize better health of the skin. The company's existing products include Tan Enhancer, Vanilla Patchouli body scrub exfoliator, Lavender body scrub exfoliator, and the Shea Body Butter.

Tan Enhancer is Supremasea's pilot product, launched in 2015. This is basically a lotion that maintains that radiant glow after a tan. The product is formulated from a combination of Dead Sea salts and conventional skincare ingredients such as Vitamin E and Olive Oil. It also moisturizes the skin and protects it from free radicals and other environmental pollutants. The Vanilla Patchouli and Lavender body scrub exfoliators are natural exfoliating aids created from a combination of Dead Sea mineral salts, and other useful substances such as Avocado Oil, and Sweet Almond Oil. They help exfoliate and rejuvenate the skin without exposing it to the risks of chemical-based products. Supremasea's most recent launch, Shea Body Butter, is a classic skincare formula that helps heal dry skin, wrinkling, scars, and other common skin problems.

Scientists believe that the Dead Sea is home to thousands of salts, at least a dozen of which are unique to this body of water. Most of these salts are known to have immense benefits not just for the skin but for also for other organs in the body. By leveraging the power of Dead Sea salts and mineral salts, Supremasea has been able to grow from a little-known cosmetics player to an influential brand.

Kristina Meyers, brand manager for Supremasea, said, "The entire Supremasea team is delighted to announce that we'll be releasing new formulations soon. Our company has worked hard to reach its current levels of success, and we have a lot more in store for our customers. Supremasea's research department is in the final process of formulating top new products that will likely cause a stir in the market. Based on the existing production schedule, we estimate that these new releases will hit the market about the second quarter of this year, and have a profound impact. Stay tuned to Supremasea for more."

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Keywords

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[Dead Sea mineral salts](#)

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