

## **Thermalabs Expands to Europe and Asia**

*The Thermalabs brand is making its products available in both the European and Asian markets*

April 26, 2017 (FPRC) -- Thermalabs, a leading cosmetics maker, has said that its taking steps to make its extensive products portfolio available to millions of new users in Europe and Asia. Already, the company has announced some of its most popular launches in Germany, the UK, France, and a few other large European markets. This announcement comes barely three months after the company said that it was increasing its research and production budget, as well as boosting its marketing department. Ultimately, critics have said, Thermalabs is looking to mark its footprint on the global market scene for cosmetics.

Based in New York City, Thermalabs is a leading manufacturer of self-tanning lotions, tanning accessories, and general cosmetics. Some of the company's most popular products include its Gold Standard Tanner, the Travel-sized tanner, Glow2Go, the Ultimitt, and the Protectan Sunscreen lotion. Over the last few years, the company has been diversifying into other market areas in what has been seen as an attempt to ensure long-term survival.

The company in 2014 announced Supremasea, a new division tasked with manufacturing top of the range skincare products based on Dead Sea salts. Supremasea has so far furnished the market with four new products, all of which are successful. These include Tan Enhancer, the Lavender body scrub, the Vanilla Patchouli body scrub, and the Organic Shea Body Butter. Tent World, Thermalabs second sub-division, manufactures outdoor tents meant for use at the beach, private garden, fishing spots, camping sites and picnic locations. The third and last sub-brand launched by the New York company is Organic Healthcare. This is a new operation based in Galilee, Israel. Organic Healthcare manufactures 100% organic health products based on naturally occurring herbs and seeds and using over 1000 years of ancient healthcare wisdom.

The move to expand to new market comes shortly after Thermalabs announced a new site to house its collection. The company last week said that its products will now be available through Thermalabs.biz, which is a shopping-purposed site that offers a wealth of information on the company's products. The firm's main website, Thermalabs.com, will house general brand information.

Alex Howard, the Thermalabs coordinator for marketing, said, "We are delighted to announce that Thermalabs is looking to expand to new markets outside our traditional coverage. For three years, Thermalabs has striven to be the number one producer of organic cosmetics products, and we have succeeded so far in our US home ground. We are looking to make our useful products to millions of new users in Europe and Asian countries. We know that our brand potential is limitless, and are motivated to make our portfolio available to tanning buffs and people who are looking to go green when it comes to skincare all over the world...."

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**Keywords**

[cosmetics maker](#)

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