

## **Thermalabs Golden Standard Tanner Available in Germany**

*Thermalabs pilot product is now available in the German market*

May 4, 2017 (FPRC) -- The Golden Standard Tanner, Thermalabs pilot product, is now available in the German market. This move adds comes barely weeks after the company introduced a few other of its most popular products in the German market. Apparently, Thermalabs is looking to establish a solid market presence in Europe, as it seeks to establish itself as the go-to provider of top-quality cosmetics products around the world.

Thermalabs is a New York-based firm that first opened its doors back in 2013. The company started out with the Golden Standard Tanner, which launched as a premier organic lotion. This product was created from highly organic and natural ingredients such as Olive Oil, Green Tea, and Aloe Vera. It delivered a tan faster than any of the competition's products. Following a brilliant marketing campaign by Thermalabs, the Golden Standard Tanner was a major hit in the market. It managed to sell over ten thousand units in just the first week on the market and attracted the coverage that Thermalabs needed to make it in the very competitive cosmetics space. Thermalabs used the industry exposure it gained from its first launch to stage the successful launch of its subsequent releases.

Today, Thermalabs has launched at least three dozen products in various niches. Most of the company's portfolio is still made up of self-tanners and tanning lotions. However, in recent times, the firm has been expanding to cover more niches and market areas. In 2014, Thermalabs launched Supremasea, a new sub-brand that is now in charge of the company's skincare products based on Dead Sea salts. Supremasea has been able to launch four premium releases including the Tan Enhancer lotion, the Shea Body Butter, and more. Other sub-brands launched by Thermalabs in recent times include Tent World and Organic Healthcare. Tent World is responsible for manufacturing top-quality beach and outdoor tents, while Organic Healthcare is the brand in charge of the company's upcoming lineup of organic health products based on naturally occurring ingredients.

The move to launch in Germany will potentially see the company's sales increase. The company witnessed a lot of success when it launched its Ultimitt tanning mitt in the country a few years ago. According to Alex Howard, the top marketing manager at the firm, the decision to expand to Germany was motivated by requests by customers in the country.

"We are glad to introduce the Golden Standard Tanner, one of our top products, in Germany. Thermalabs customers within this country will now be able to leverage one of the most organic tanning lotions available in the market. Our team is also working hard to make sure that more of our products are available in Germany and other European markets. Stay tuned to Thermalabs for more..." said Mr. Howard.

### **Contact Information**

For more information contact Joe Bren of Thermalabs (<http://www.thermalabs.com/home/>)

### **Keywords**

[Golden Standard Tanner](#)  
[Thermalabs](#)  
[Aloe Vera](#)

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