

Thermalabs to Launch More Beach Accessories

Thermalabs is bound to launch more beach accessories over the coming few months

June 9, 2017 (FPRC) -- Major cosmetics manufacturer Thermalabs has said that it's working to launch more beach-convenience accessories over the next few months. This comes barely weeks after the firm introduced its new folding beach bed. Apparently, Thermalabs is keen to dominate the global market for beach convenience accessories. So far, the firm has furnished this market with over 18 different products, all the way from beach t-shirts and beach chairs to outdoor shelter.

Thermalabs is a leading producer of cosmetics products. Established back in 2013, the company started out manufacturing organic tanning lotions. The firm's pilot product was a tanning lotion known as the original self-tanner. Formulated with Aloe Vera, Japanese Green Tea, and Olive Oil, this was a major success in the market. It created the proper foundation that the new company needed to make it in a highly competitive industry. Over the last few years, Thermalabs has however expanded to cover new niches and market geographies. Among the new markets that the firm has capitalized include the beach convenience space and the organic healthcare industry.

Some of the most popular releases that Thermalabs has launched, targeted for the beach convenience audience, include its beach t-shirts, beach beds, and outdoor shelters. The company has so far amassed a range of over 10 different outdoor shelters for use at the beach and other outdoor spaces. Each of these is named after a planet in the solar system, with the largest tent labeled the 'Sun', and the smallest one labeled 'Pluto'. Other beach-convenience products that Thermalabs introduced recently include its Protectan sunscreen lotion.

Alex Howard, the firm's coordinator in charge of marketing, says that to address changing market dynamics, the company is always editing its product portfolio. Thermalabs is increasing production of beach accessories to meet the needs of its growing global audience. So, intense is the shift from its traditional inventory of cosmetics lotions to beach accessories that the company is considering changing its slogan from 'self-tanning reloaded' to 'life's a beach'.

"We are excited to announce that over the coming few months, we are looking to intensify production of beach-convenience products. Traditionally, we have focused on self-tanners and other cosmetics products. But as we've moved forward, there's been increasing demand for quality beach beds, beach chairs, outdoor tents, and other similar accessories. While we continue to service our cosmetics audience, we are also going to invest more to cater for the needs of our beach-going audience. We are going to announce a couple of beach accessories over the next few months. Stay tuned to Thermalabs for more," said Mr. Howard.

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Keywords

[folding beach bed](#)

[Japanese Green Tea](#)

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