

Thermalabs Introduces Glow2Go Back in the Market

Thermalabs Glow2Go tanning wipes is now available back in the market.

June 17, 2017 (FPRC) -- Thermalabs has re-introduced one of its all-time most-popular products – the Glow2Go tanning towelettes. This comes after months of absence as the company struggled to meet surging demands. Glow2Go is a packet of 20 disposable tanning wipes that sells at double the count and half the price of the competition. Glow2Go is usually a popular pick for consumers who are looking for a convenient way to tan while travelling, without having to carry their lotion-based tanners.

Thermalabs is a major manufacturer of cosmetics that's based in New York City. The company's main production facilities are in Israel. Since the company opened its doors about 4 years ago, it's furnished the market with a diverse range of cosmetics products ranging from self-tanners to anti-aging lotions and exfoliators. Thermalabs is popular for its self-tanners, which are created from natural and organic formulations. The company's pilot tanner, the Gold Standard Tanner, was a major hit in the market. The product was formulated from unique ingredients such as Aloe Vera, and Green Tea. Following a pre-launch campaign by Thermalabs back then, The Gold Standard Tanner managed to sell over 10,000 units within just the first week in the market.

Thermalabs Glow2Go was the second other release by Thermalabs, following after the Gold Standard Tanner. Glow2Go was marketed as a super-saver pack of tanning wipes that could be used on the go. More so, the product had a total of 20 individual disposable wipes while most other similar packs had only 10, and were often more expensive. The whirlwind that this product created in the market helped propel Thermalabs to its current levels of success.

The Glow2Go tanning wipes has been a perennial bestseller by the company. The product has been so popular that the company has on more than once occasion struggled to meet the market's needs. The fact that the company has managed to re-introduce this product in the market underscores its commitment to fulfil the needs of its consumers. Alex Howard, a top marketer at Thermalabs, said that his company has invested in new bulk production techniques and equipment to make sure that its users have consistent access to the Glow2Go lotions.

"Following unprecedented demand for one of our all-time bestsellers, the Glow2Go tanning wipes, the company was unable to provide adequate supply. However, over the last few months, we've invested heavily in bulk production equipment and practices, and our customers can now enjoy the Glow2Go disposable tanning wipes once again. New inventory of the product is available through our regular sales channels, namely Thermalabs.biz, and Amazon.com," said Mr. Howard.

Contact Information

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Keywords

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