

Thermalabs Beach Launches New T-Shirt

Thermalabs has just introduced a new beach T-shirt

August 12, 2017 (FPRC) -- Cosmetics firebrand Thermalabs has today introduced a brand-new beach T-shirt product. The new t-shirt, titled 'Life is Better in FLIP FLOPS' is intended to for use by beach goers. According to Thermalabs, this is in line with the company's commitment to furnish its beach going audience with a comprehensive range of handy products and accessories. Over the last few months, the firm has introduced a number of beach accessories as it seeks to establish itself as the go-to provider in this segment.

Thermalabs is one of the leading manufacturers of self-tanners and cosmetics products around the world. The firm started out three years ago when it launched its Original Self Tanner, which is a premium cosmetics lotion that was designed from organic and natural ingredients. This particular self-tanner was formulated from unique skin care ingredients such as Aloe Vera and Green Tea. Following an extensive pre-marketing campaign by the company, Thermalabs pilot product managed to sell over 10,000 units within just its first week on Amazon.com. The success whirlwind that this product generated helped create a solid foundation upon which Thermalabs could pitch its upcoming formulations.

Today, Thermalabs has furnished the market with an extensive range of over 40 different products. A significant bit of these are self-tanners and tanning accessories, but the company is also big on beach accessories. In recent times, Thermalabs has also started producing organic health products in a new factory that the company has set up in Israel.

Alex Howard, the Thermalabs marketing coordinator, said that the firm is considering changing its slogan from 'self-tanning reloaded' to 'life's a beach', as it evolves to better tackle the needs of its beach-going audience. The company has also established four distinct sub-brands to take charge of its various product ranges. These include Supremasea, Tent World, Thermalabs Air, and Organic Healthcare. Supremasea is the sub-brand in charge of the firm's skincare products based on Dead Sea mineral salts, while Tent World is the firm's arm that manufactures beach and outdoor tents. Thermalabs Organic Healthcare is a division of Thermalabs that manufactures health products based on 100% bio-organic ingredients. Thermalabs Air, the firm's last sub-brand, creates airbrushing machines and airbrushing accessories.

Thermalabs new beach t-shirt is a premium ware for people at the beach. Thermalabs has said that this t-shirt, which is available in all sizes and can be worn by men, women and children, is created from 100% cotton. The t-shirt can also be machine washed cold with like colors, and at dry low heat. Thermalabs has emphasized that its new beach t-shirt is a lightweight, classic fit article of clothing to wear while at the beach. According to Mr. Howard, customers can now obtain this new product online via Amazon.com.

Contact Information

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

Keywords

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