

## **Thermalabs Gold Standard Tanner Launches in Germany**

*The gold standard tanning lotion is now available in Germany*

August 25, 2017 (FPRC) -- Thermalabs pilot product, the Gold Standard tanner, is now available in the German market. This comes barely weeks after the firm announced that it was expanding its market geography to Europe, as it seeks to establish itself as the go-to provider of self tanning accessories. Over the last few months, Thermalabs has launched a number of its releases in European markets such as the UK, Italy, France, Spain, and now Germany.

Thermalabs is one of the leading providers of self-tanners and tanning accessories in the market. Today, the firm supplies the market with an extensive range spanning over a dozen different tanning products and accessories. The Gold Standard Tanner is Thermalabs pilot product, and was introduced a few months after the company opened its doors in 2013. The Gold Standard tanner was formulated from unique ingredients such as Aloe Vera, Green Tea, and Olive Oil. It delivered a bronzed-beach-goddess tan within just four hours, a trait that helped make it wildly popular in the market. Within just its first week in the market, this pilot release by Thermalabs had sold over 10,000 units. Since then, this product has remained one of the firm's all-time best performers, and has helped the company generate millions of dollars in revenue. The move to introduce this product in non-English speaking market will probably see a boost in brand popularity, and an increase in revenues.

Other popular tanning products by Thermalabs include the Ultimitt tan applicator mitt, the travel-sized tanner, and Glow2Go tanning towelettes. The Ultimitt is a universal tan applicator mitt that works with all lotions and self-tanner brands. Glow2Go, on the other hand, is a pack of 20 disposable tanning wipes that can be used on the go. Thermalabs has marketed Glow2Go as a pack of disposable tanning wipes that sells at half the price but double the count of the competition. The travel-sized tanner is a smaller version of the Gold Standard tanner that's small enough to meet TSA's air travel regulations. It's thus popular with users who are traveling on holiday and are looking to make the best out of their time in the sun.

Alex Howard, Thermalabs lead marketing coordinator, said, "We are happy to announce that our pilot launch, the Gold Standard Tanner, is now available in the German market. Over the last few months, we've been working extra hard to make sure that our products are available in the European market. Thermalabs is committed to quality, and we're always working to see more people access our selection of high-efficiency cosmetics products. Our customers in Germany can now obtain the Gold Standard tanner online via Amazon.de. Keep it Thermalabs for more..."

### **Contact Information**

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### **Keywords**

[Gold Standard tanner](#)

[Ultimitt](#)

[Amazon.de](#)

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