

## **Thermalabs Ultimitt Is Now Available in the UK**

*Thermalabs Ultimitt tan applicator mitt is now available in the UK*

August 25, 2017 (FPRC) -- The Ultimitt tan applicator mitt, one of the most popular release by Thermalabs, is now available in the UK market. This comes following a brief period of shortage as the company struggled to meet increased demand for its most popular universal tanning mitt. Thermalabs has over the last few months been trying to make inroads into the European market. Apparently, the firm has introduced many its most popular releases in Germany, France, Italy, and now the UK.

Thermalabs is one of the largest manufacturers of self-tanners and cosmetics products in the market. The firm first opened its doors in 2013, but has thus far managed to cut a niche for itself, and establish a foothold in the market. Typically, startups in highly competitive market segments need up to 5 years to stamp their authority. Industry insiders have attributed Thermalabs splash success to its vibrant market entry strategy.

Thermalabs entered the global cosmetics market by launching its pilot product, the Gold Standard Tanner. This was a tanning lotion that was formulated from unique ingredients such as Aloe Vera, Green Tea, and Olive Oil. The lotion delivered a beautiful tan within just four hours, which was significant given that most other tanning lotions from the competition needed six hours to show results. Following a well-thought-out premarketing campaign by Thermalabs, the Gold Standard Tanner managed to sell over 10,000 units within its first week in the market. This kind of success for a new product generated massive coverage from industry blogs, and some media outlets focused on skincare and cosmetics. As one would expect, Thermalabs capitalized on this moment of fame to stage the successful launch of its upcoming releases.

The Ultimitt was Thermalabs second-ever release, launched about three months after the Gold Standard Tanner. According to Thermalabs, the firm decided to create this product following an extensive market study that revealed most users were unhappy with existing mitts. Apparently, Thermalabs designed the Ultimitt to be a better, bigger, and longer-lasting mitt. It was large enough to cover the entire palm during application, so that customers could avoid staining their hands. It also worked with lotions and cosmetics from other brands, which helped paint it as a universal, quality mitt. Currently, the Ultimitt has been a perennial bestseller for Thermalabs, and has won multiple accolades from major online vendors, including being listed as an Amazon's Choice listing.

Alex Howard, Thermalabs top marketing coordinator, has said that UK customers can now get unlimited supply of this product online at [Amazon.co.uk](http://www.amazon.co.uk).

### **Contact Information**

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### **Keywords**

[Ultimitt tan applicator mitt](#)

[Gold Standard Tanner](#)

[Amazon.co.uk](#)

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