

Thermalabs to Introduce New Formulations This Quarter

Thermalabs has said that it's working to launch new cosmetics products this year

September 26, 2017 (FPRC) -- Thermalabs, one of the leading manufacturers of cosmetics products, has said that it's finalizing plans to introduce a set of new products. This comes as the company works to maintain its market dominance in Northern and South America, and expand its influence to other market regions in Europe and across the world. Thermalabs products are mostly self-tanners and regular cosmetics products. However, in recent times, the firm has diversified its operations to include beach accessories and health-related organic products.

Thermalabs was established back in 2013, starting out with a tanning lotion that was known as the Gold Standard Tanner. This was a self-tanning product that was formulated from unique ingredients, including the likes of Aloe Vera, Japanese Green Tea, and Olive Oil. The lotion delivered a beautiful tan within just four hours, which was notable given that most of the competition's products needed up to 6 hours to show results. Following a proper marketing campaign by the firm, the Gold Standard Tanner managed to sell over 1000 units within its first day in the market. The success that the young company derived from this particular launch helped it stage a successful pitch for its subsequent releases.

Although Thermalabs is most popularly known in the self-tanning space, the firm currently operates a total of our sub-brands, namely Supremasea, Tent World, Organic Health and Thermalabs Air. Thermalabs Supremasea is the firm's brand that is in charge of creating quality skincare products based on Dead Sea salts and mineral salts. Organic Healthcare is a sub-brand that manufactures organic health products based on 100% bio-organic ingredients obtained from the mountains of Galilee in Israel. Thermalabs Air, on the other hand, is the firm's division that is in charge of creating airbrushing machines and airbrushing accessories.

Thermalabs appears to be focused on diversifying its market opportunities, without letting go its main audience in the self-tanning niche. Over the last few months, the firm has announced dozens of new accessories that are meant for use by beachgoers. The company has also hinted at changing its slogan from self-tanning reloaded to 'life's a beach'. Some of the more notable products the company has launched in the beach-convenience space include beach chairs, beach beds, beach t-shirts, and beach tents.

Alex Howard, a Thermalabs marketing coordinator, said, "We are glad to announce that Thermalabs is in the final stages before launching new cosmetics products. Our team has been working round the clock to make sure that this launch happens before the end of the year. These are definitely going to be game-changing products. Stay tuned to Thermalabs for more..."

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