

## Thermalabs Releases Its Folding Beach Bed

*Thermalabs has today launched a brand-new folding beach bed*

October 9, 2017 (FPRC) -- Cosmetics powerhouse Thermalabs today launched a folding beach bed product. The company has said that this particular bed is designed with the needs of the typical beach-goer in mind. This is the third beach-related accessory that the firm has launched over the last few months, as it looks to establish itself as the top provider of beach-convenience accessories in the market. The firm has also been working to launch a comprehensive range of its products in the global market, which a wide variety of its releases now available in cosmetics store within the UK, France, Germany, and Italy.

Thermalabs is a leading producer of self-tanners and cosmetics lotions. The is headquartered in New York City but operates a production facility in Israel. Thermalabs first-ever product was announced in 2013. Known as the Gold Standard tanner, this was a self-tanning lotion that delivered a beautiful tan within just four hours. This was a major selling point for the firm given that most other lotions in the market back then needed up to 6 hours to show results. Even more, the lotion was formulated with premium ingredients such as Aloe Vera, Green Tea, and Olive Oil. Following a major pre-marketing campaign by Thermalabs, the product was a major hit in the market. It managed to sell over 10,000 units within just the first week on the market and attracted a lot of brand coverage for the company. Indeed, the success that the firm got from this initial launch helped it establish a market foothold in the cut-throat cosmetics market.

While Thermalabs has majorly focused on self-tanners and cosmetics products, the firm has diversified its operations to include beach-convenience products. In fact, the company has hinted that it's planning to change its slogan from 'self-tanning reloaded' to 'life's a beach'. Thermalabs has also established various sub-brands to take charge of its various products. The firm operates four distinct sub-brands namely Supremasea, Thermalabs Air, Organic Healthcare, and Tent World.

The new folding beach bed is a handy accessory that can be used to just sit back and relax at the beach, or when reading a book in any outdoor environment. The bed is long and strong enough to support any weight and height at the beach, and the firm has said it's a must-have for beach-goers. It comes in an elegant green color and features a comfy cushioning to prevent fatigue after long hours of use. Alex Howard, the Thermalabs marketing coordinator, has said that users can now obtain this product online via Amazon.com.

### **Contact Information**

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

### **Keywords**

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