

Thermalabs to Sell Its Products Online via New e-Shop

Cosmetics powerhouse Thermalabs has launched a new e-Shop via which it's going to sell its products

October 11, 2017 (FPRC) -- Thermalabs today launched a brand new e-shop via which it's going to sell its upcoming formulations. This is an interesting move given that in the past, the firm has been merchandising its products online via Amazon.com. Thermalabs has said that it's looking to better serve its target audience by making all its products available in one place to customers around the world. The firm's new e-shop is currently live at Thermalabs.biz.

Thermalabs is one of the leading manufacturers of self-tanners and other cosmetics in the market today. The company first opened its doors in 2013, starting out with a tanning lotion that delivered a beautiful tan within just 4 hours. The firm's pilot product, known as the Gold Standard Tanner, was a major hit in the market. It managed to sell over 10,000 units within just its first week in the market. The fact that the lotion was designed from a special range of unique ingredients such as Aloe Vera, Green Tea, and Olive Oil helped make it popular in the market. Indeed, the success that the firm yielded from this product launch was instrumental in the successful launch of its future releases.

Thermalabs has so far furnished the market with a comprehensive range spanning over three dozen different products. Most of these are tanning-related, but the firm has significantly diversified its product portfolio. Thermalabs has also ventured into the beach-accessories market, the organic health space, and the outdoor-tents niche. The firm produces beach accessories such as t-shirts, beach beds, and beach chairs. It also creates outdoor tents that offer protection from the sun's harmful UV radiation, and that can be used in any outdoor environment. Thermalabs recently set up a manufacturing base in Israel where a team of professional artisans hand-make organic health products based on 100% bio-organic ingredients.

The new e-Shop – Thermalabs.biz – will host all the company's releases to-date. The store will be segmented into different catalogs to make it easier for consumers to browse to the product they are looking for.

Alex Howard, a Thermalabs marketing coordinator, said, "Thermalabs has today launched a brand-new store that it will use to make all its products available to consumers around the world. Apparently, we want to make it easier for our customers to browse through and buy all our products. The new shop is segmented in semantic catalogs, and our customers can easily reach the customer care department in case they have any queries that need to be addressed. Stay tuned to Thermalabs for more..."

Contact Information

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Keywords

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