

## **Cosmetics Brand Thermalabs to Expand Its Distribution Tentacles**

*Leading cosmetics firm Thermalabs is seeking to increase its Geographic market distribution.*

November 9, 2016 (FPRC) -- Thermalabs, a leading producer of self-tanners and other tanning accessories, has said that it's expanding its global distribution network. The company is probably looking to maximize market presence and thus revenue, as the year draws to a close. Thermalabs products are currently available online. However, with the new move, the firm will make sure that its tanners and general skincare products are stocked in local stores and supermarket shelves in distant market segments such as Japan, Russia, China, and South Africa.

Thermalabs is an innovative company that manufactures tanners, general beauty products, and beach-related accessories. The company started out some three years ago, launching an organic tanner that turned out to be an instant hit. Thermalabs pilot product, the original self-tanner, was designed from organic and natural ingredients. It delivered the desired tan within 4 hours, which was quite significant considering that some of the competition's products took up to 6 hours. Following an elaborate and well-thought-out pre-marketing run, the product was hugely successful. It drew in massive coverage from authority industry blogs, giving the new brand the exposure it needed to make it in a rather cutthroat market.

This move can be seen as a strategy to increase profits at a time when competition in the cosmetics industry is intensifying. Thermalabs primary focus has been on Western markets such as the USA, the UK, Germany, Canada, France, Italy, and other European nations. New distribution channels will allow the company to make its inventory available in outside markets, which will definitely boost the company's profile and profitability on the global scale.

Over the last couple of months, Thermalabs has introduced multiple products. These include its classic beach T-Shirts, the Thermalabs Organic Healthcare Products, and more skin care products such as Shea Body Butter, the Lavender, and Vanilla Patchouli body exfoliators. All these products are based on bio-organic ingredients and are available to users via Amazon.com. Thermalabs customers are also able to make orders from the company's official website – [www.thermalabs.com](http://www.thermalabs.com). The new distribution channels will perhaps play a major role towards maximizing the revenue that the firm earns from these new releases.

"Thermalabs today resolved to pursue new distribution avenues that will make sure our products are available to local customers in diverse market segments including South Africa, India, China, Japan and more. The goal here is to popularize our brand and make sure that our offering is available to millions of more customers worldwide. While the company has performed incredibly well with the online market segment, it's not enough. There are still tons of customers who prefer the convenience of getting a product right there when they find it in supermarket stores. Soon, both new and old Thermalabs products will be stocked in supermarket shelves in major market destinations," said Alex Howard, Thermalabs marketing coordinator, while responding to an info request.

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**Keywords**

[www.thermalabs.com](http://www.thermalabs.com)

[Shea Body Butter](#)

[self-tanners](#)

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