

Thermalabs Announces Its Moon Beach Chair

Cosmetics firm Thermalabs has announced its Moon Beach Chair.

December 28, 2016 (FPRC) -- Thermalabs, a leading maker of cosmetics products and beach convenience accessories, has announced its Moon Beach Chair. This development comes less than a year after the company said it was working on an extensive range of beach chairs and beds, and boosts the firm's prospects in the beach convenience market. In addition to the Moon Beach, Thermalabs is also introducing a new Ivy Folding, Lily Butterfly, Iris Folding and Holly Butterfly beach chairs. This announcement comes follows the introduction of at least 7 new beach tents by the company last week.

Thermalabs is an American cosmetics producer that has cultivated a reputation for quality in the self-tanning niche. Thermalabs opened its doors 3 years ago, starting out with an introductory tanner that was known as the 'original self-tanner'. Created from organic ingredients such as Aloe Vera, Green Tea, and Olive Oil, this pilot launch was a major hit. It delivered a beautiful tan in well within four hours, compared to the competition's products that took up to 6 hours. Following a well-executed marketing run by Thermalabs, the product managed to sell over 10,000 units in its single first week. This helped attract massive attention from niche blogs and some media outlets, giving the young company the publicity it needed to make it in a highly competitive industry. The extraordinary success of Thermalabs pilot product has helped propel the company to its current levels of success.

Thermalabs has in recent times diversified to other market areas. The company started making beach convenience accessories in 2015, during which time it introduced its Mercury Beach Tent. This was a beach shelter that provided SPF sun protection and kept away sand, wind gusts and rain showers for beach-goers. The move to make beach chairs demonstrates the company's resolve to provide beach-goers with more accessories.

According to Thermalabs, the Moon Beach Chair is designed for both style and comfort. It measures 27.9 x 30.7 x 28.7 inches, opens up and folds easily for convenient storage. It weighs just 11 lbs and built for adults. In addition to the beach, the company has said that this chair is perfect for dorm rooms, TV rooms, and dens. It'll be available in Black color to start with, with a 1-year guarantee from Thermalabs.

Alex Howard, the marketing coordinator in charge at the company, said, "The entire Thermalabs team is today happy to add yet another product to our expansive inventory. We are introducing our Moon Beach Chair, which weighs 11 lbs, solid and highly portable relaxing chair that can be used at the beach, in dorm rooms, TV rooms, and dens. This chair opens and folds in seconds, and can be stored easily. The polyester design provides for added comfort and style, and we expect this product to be another great accessory that our customers can find comfort in."

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Keywords

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