

## **Thermalabs to Include an In-depth Tanning Guide with its Organic Tanner**

*Thermalabs has said that it will include a free tanning guide with each unit of its Organic Tanner*

March 9, 2017 (FPRC) -- Thermalabs, a leading cosmetics brand based in the United States, has said that it will ship a free in-depth tanning guide with each unit of its popular tanner. The new guide will offer insights and experts tips on how to make the best out of self-tanning. The company has said that most users fail while tanning because they don't have the right information regarding what product or tanning method to use at what time. This guide, according to Thermalabs, is the company's contribution to educating consumers.

Thermalabs is a big-name brand in the global self-tanning space. The firm has launched nearly two dozen tanning lotions and tanning accessories, most of which are premium products that are performing incredibly well in the market. Among Thermalabs most popular tanning releases are the Ultimitt tan applicator mitt, the Organic Self Tanner, Glow2Go tanning wipes, and the Tan Enhancer lotion. Critics have attributed the immense success that Thermalabs launches have scored in the market to the company's use of natural and organic ingredients.

In recent times, Thermalabs has diversified to other market areas outside self-tanning. The company recently launched Supremasea, a new sub-brand that will manufacture skincare products based on Dead Sea salts. Thermalabs also owns Tent World, a smaller firm that manufactures top-quality beach and outdoor tents. More recent diversification efforts have seen Thermalabs launch Organic Healthcare, a new outfit that will manufacture healthcare products based on ancient wisdom in healthcare.

Thermalabs Organic Tanner is a top performing product that's available in 3 different sizes to match varying user needs. The company has said that it used the likes of Aloe Vera, Green Tea and Olive Oil among other ingredients to manufacture this product. It delivers a tan within 4 hours, which is significant given that the average self-tanning lotion requires up to 6 hours to deliver. In addition to educating consumers, the move to ship a free in-depth guide with each unit will probably boost sales prospects for this product.

Alex Howard, a marketing coordinator working at Thermalabs, said, "Thermalabs has today introduced a free in-depth tanning guide that will ship out with every unit of our popular Organic Tanner. The goal of this guide is to increase consumer education. A lot of users still get tanning flaws because they don't know what product or tanning method works when and where. This guide will furnish our users with all the knowledge they need to make the best out of our own products, as well as products from other brands. The free guide will ship with all the three different sizes of our Organic Tanner..."

### **Contact Information**

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### **Keywords**

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