

Protectan Sunscreen Lotion Now Available in Germany

Thermalabs Protectan Sunscreen lotion is now available in the German market

July 14, 2017 (FPRC) -- One of Thermalabs top products, the Protectan sunscreen lotion, is now available in the German market. This comes barely a week after the company introduced its Gold Standard tanner in the same market. The firm has also established a market presence in other European markets within Italy, France, and the UK. Apparently, Thermalabs is looking to establish itself as the go-to provider of cosmetics and skincare products in the region.

Thermalabs is a leading provider of cosmetics and self-tanning lotions. The company started out back in 2013, but has managed to cultivate a global audience spanning hundreds of thousands of consumers. The firm's pilot product, the Original Self Tanner, was a major hit in the market. Formulated from rare skincare ingredients such as Aloe Vera and Green Tea, this tanning lotion delivered a beautiful tan within just four hours, which was a big deal considered that most of the competition's products needed up to six hours to show results. Thermalabs pilot tanner attracted a lot of positive coverage from authoritative industry blog, and definitely created a staging point from which the firm could pitch its subsequent releases.

While Thermalabs is more popular in the global self-tanning space, where it has furnished users with dozens of organic products, the company appears to be slowly drifting to the beach-convenience space. The firm launched its Tent World sub-brand sometimes in 2015. This is an entirely distinct division of the company that's based in Asia, and that manufactures beach and outdoor shelters. In addition to outdoor tents, Thermalabs also produces beach chairs, beach beds, beach T-shirts, and many other products meant for beach-goers.

Thermalabs Protectan sunscreen lotion is a broad-spectrum formulation that provides protection against the sun's harmful UVA and UVB radiation. The product is Paraben Free, Dermatology Tested, Hypoallergenic, water resistant, non-greasy. It's also enriched with Vitamin E to provide an extra layer of protection for the skin, as well as Pro-Vitamin B5 for added moisture. According to Thermalabs, the Protectan Sunscreen lotion is safe for use on the face, and works for all skin types.

Alex Howard, the lead marketer at Thermalabs, said, "Thermalabs has today introduced one of its most popular products, the Sunscreen lotion, in the market. This is a significant step towards our efforts to make more quality cosmetics products available in the European market. In the coming weeks, we're also looking to introduce a couple of products from our successful sub-brands in the German market. For now, customers in Germany can purchase the Protectan Sunscreen lotion online via Amazon.de. Stay tuned to Thermalabs..."

Contact Information

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Keywords

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