

## **Thermalabs Reveals New Sub-brand**

*Cosmetics maker Thermalabs has revealed a new sub-brand*

July 26, 2017 (FPRC) -- Thermalabs, one of the world's leading manufacturers of self-tanners and other cosmetics, has announced a new sub-brand going by the name Thermalabs Air. The company has said that this new division, which will be based in New York City, will take over the company's existing range of airbrushing machines and airbrushing accessories. The new sub-brand will also be in charge of all production, marketing and distribution activities relating to the firm's airbrushing systems and accessories.

Thermalabs is a leading creator of self-tanners and self-tanning accessories. The company started out with an introductory product that was referred as the Original Self Tanner. This was a premium tanning lotion formulated from unique skin care ingredients such as Aloe Vera and Green Tea. Following a proper pre-marketing campaign for the company, the product was a major hit in the market. It managed to sell over 10,000 units within just the first week on the market and attracted a lot of positive brand coverage for the new company. Indeed, the success that this introductory product recorded in the market helped create a successful platform on which the firm's subsequent releases could be pitched.

In addition to the new sub-brand, Thermalabs Air, the company also owns at least three other sub-brands. These are named Supremasea, Tent World, and Organic Healthcare. Supremasea is the firm's arm that is in charge of producing and marketing all skin-care products that are based on Dead Sea mineral salts. Tent World, on the other hand, is a Thermalabs sub-brand that creates and sells beach and outdoor tents. Thermalabs Organic Healthcare is a sub-brand that focuses on producing health products based on natural and bio-organic ingredients. Organic Healthcare signifies Thermalabs entry into the expansive health care market.

The new brand, Thermalabs Air, is committed to helping the company achieve its market and financial objectives. The brand's offices will be hosted in Thermalabs main location in New York City. Given that Thermalabs already has launched at least six airbrushing machines and 3 airbrushing accessories over the last 2 years, the new brand has to live up to very high expectations.

Alex Howards, Thermalabs top marketer, said, "Thermalabs today introduced a new sub-brand, Thermalabs Air, that will take over production, distribution, and marketing of our airbrushing machines and accessories. Our company is committed to fulfilling the needs of our users, as well as making sure that we are at the top of the game when it comes to airbrushing machines. This new sub-brand will make sure that Thermalabs becomes very competitive in this niche, without losing focus of its main objective. Stay tuned to Thermalabs for more."

### **Contact Information**

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### **Keywords**

[Thermalabs Air](#)

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