

## **Thermalabs Ultimitt Available Via Amazon Echo**

*One of Thermalabs most popular products, the Ultimitt, is now available via Echo*

July 29, 2017 (FPRC) -- The Ultimitt tan applicator mitt, one of Thermalabs most popular products, can now be ordered via Amazon Echo. The Ultimitt is currently highlighted as an 'Amazon's Choice' product. All Amazon Choice products default as the selected product for customers who are ordering remotely via Echo digital assistant. This development will likely lead to soaring brand popularity and increased revenue for Thermalabs.

Thermalabs is a leading manufacturer of self-tanners and other cosmetics products. The firm was established back in 2013 in New York City. Initially, Thermalabs created self-tanners for a limited American audience, but the company has over the years grown into a global behemoth. Thermalabs pilot product, known as the Original Self Tanner, was a major hit in the market. Unlike most other tanning lotions available in the market at the time, the original self-tanner delivered a beautiful tan within just 4 hours, which was significant given that most of the competition's products needed up to 6 hours to show results. Thermalabs pilot product was formulated from unique ingredients such as Green Tea and Aloe Vera. Following a proper pre-marketing campaign by the firm, Thermalabs managed to sell over 10,000 units of the product within just the first week on Amazon.com.

Amazon Echo is perhaps the smartest digital assistant in the market right now. The Echo is an intelligent digital assistant that can receive voice instructions to play music from Pandora, Spotify, TuneIn and other provider services. Echo has powerful speakers and fills in any room with immersive, omnidirectional audio. In addition, it can also answer your questions, control lights, switches, TVs, fans, and other smart gadgets. Amazon customers who own Echo usually use it to order products. Once an order command is issued, Echo browses through the customer's account history to see whether the same item has been ordered in the past. If not, Echo will select the product which is currently marked as 'Amazon's Choice' in the category. Since Thermalabs Ultimitt is a current Amazon's Choice listing, self-tanning buffs who are looking for a mitt will order it by default.

Alex Howard, Thermalabs marketing coordinator, said, "We are glad to announce that our Ultimitt tan applicator mitt is now an Amazon's Choice product. This essentially means that when amazon customers order a self tanning mitt without specifying a brand, the by-default selected product will be the Ultimitt. We are glad to provide some of the best accessories in the self tanning niche, and this development will increase our market reach across the divide. Keep it Thermalabs for much more in the coming days..."

### **Contact Information**

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### **Keywords**

[self tanning mitt](#)

[Amazon Echo](#)

[Aloe Vera](#)

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