

Thermalabs Working on New Beach Convenience Products

Thermalabs is working on new beach convenience products that will hit the market soon

August 19, 2017 (FPRC) -- Thermalabs, one of the leading manufacturers of cosmetics, has said that it's working on a new range of beach convenience products. The last few years have seen the New York company shift focus from general cosmetic products to beach-convenience accessories. In an attempt to diversify its product range and increase its market geography, the firm has been tapping into new, promising markets.

Thermalabs is a New York firm that manufactures self-tanners and other skin-care products. The firm opened its doors back in 2013, during which time it introduced its primary product, a self-tanning lotion known as the original self-tanner. Following a proper pre marketing campaign by the firm, the Original Self Tanner was a major hit in the market. The lotion managed to sell over 10,000 units within just the first week and attracted a lot of media whirlwind for the new brand. Indeed, the success of this product was instrumental in making Thermalabs the successful outfit it's turned out to be today.

Although Thermalabs started out as a company that manufactures self-tanners, the firm has diversified its market presence over the last few years. In an attempt to break into new niches, the company has introduced at least four distinct sub-brands, namely Supremasea, Tent World, Organic Healthcare, and Thermalabs Air. Supremasea is Thermalabs oldest division that creates skin care products based on premium ingredients and Dead Sea mineral salts. Tent World is the firm's branch in charge of outdoor tents. Organic Healthcare is a new operation by Thermalabs that started sometimes in 2016. Organic Healthcare manufactures organic health products based on 100% bio-organic ingredients. Lastly, Thermalabs Air is the firm's sub-brand that creates airbrushing machines and airbrushing accessories.

It appears that Thermalabs is increasingly shifting focus from self-tanners to beach convenience products. Currently, the firm has furnished the market with a comprehensive range spanning over 20 different beach-related products. These include beach chairs, beach beds, beach t-shirts, sunscreen lotions, beach tents and more. It appears the firm is keen on capitalizing the global beach-going audience.

Alex Howard, the firm's marketing coordinator, has said that Thermalabs is in the final steps towards launching a new set of beach convenience products. Mr. Howard has said that among the products they are working on is a new beach chair and a couple of skincare products that are designed for use at the beach. The firm has also said that it's adding a new beach t-shirt to its existing lineup.

Contact Information

For more information contact Ada Laush of Thermalabs (<http://www.thermalabs.com/home/>)

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