

## Thermalabs Ultimitt Now Available Via Echo

*Thermalabs Ultimitt can now be ordered remotely via Amazon Echo devices*

August 25, 2017 (FPRC) -- The Ultimitt tan applicator mitt, one of Thermalabs most successful releases, can now be ordered online via the Amazon Echo digital assistant. According to Alex Howard, Thermalabs top marketing official, this is only just possible after Amazon.com decided to highlight the product as an 'Amazon's Choice' listings. For first time buyers, the product highlighted as 'Amazon's Choice' in any category defaults as the order product when the user does not specify a brand.

Thermalabs is one of the largest manufacturers of self-tanners, tanning accessories and cosmetics products in the market today. Established back in 2013, the company has managed to cut a niche for itself and establish a foothold in a very competitive market. Thermalabs pilot launch was a tanning lotion known as the Gold Standard Tanner. This was a special formulation that was created from unique skincare ingredients such as Aloe Vera, Green Tea, and Olive Oil. The company's first-ever tanning lotion managed to give users a beautiful tan within just four hours, which was at that time a big deal given that the competition's lotions took up to 6 hours. Following an ambitious pre-marketing campaign by Thermalabs, the Gold Standard Tanner was a major hit in the market. The product managed to sell 10,000 units within just the first week in the market.

Amazon Echo is one of two most popular smart digital assistants in the market right now (the other is Google Home). An intelligent device, Echo can play music from services such as Amazon Music, TuneIn, Pandora, Spotify, and more. It can also be used to order calls or send text messages on your phone, as well as read the news, read audiobooks, provide info on local businesses, and furnish users with traffic and weather reports. When used with other smart gadgets, Echo can also control TVs, fans, switches, thermostats, sprinklers, garage doors, and locks. Amazon customers can easily use this device to place orders for products that they are interested in.

The fact that the Ultimitt is now an Amazon's Choice product will probably see an increase in sales for Thermalabs. The Ultimitt was Thermalabs second-ever product, and was launched back in 2013 after a prolonged market study. Thermalabs established that users were largely dissatisfied by existing tanning mitts in the market, and resolved to create its own mitt that was better, bigger and longer-lasting. The Ultimitt works with lotions and self-tanners from any brand, which all the same has helped paint it the universal tanning mitt in the market.

### Contact Information

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### Keywords

[Ultimitt tan applicator mitt](#)

[self-tanners](#)

[Amazon Echo](#)

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