

New Online Shop for Cosmetics Launches

Thermalabs has launched a new online storefront for its products.

September 27, 2017 (FPRC) -- Thermalabs has today launched Thermalabs.biz, the official new online store for the company's varied range of products. This comes at a time when the firm is restructuring and streamlining its business model to cope with changing business challenges. Over the last few months, the company has established a brand presence in major European markets, including the UK, Germany, Italy and France – as it seeks to establish itself as the go-to provider of beach and self-tanners and cosmetics in the market.

Thermalabs is one of the leading providers of self-tanners and cosmetics products in the market today. Since the firm opened back in 2013, it has managed to establish a market foothold and create a massive consumer following around the world. The company to date supplies self-tanning buffs and the skincare market segment with a comprehensive range of at least 40 distinct products.

Thermalabs has also re-structured into distinct sub-brands as it seeks to conquer new market opportunities. The company currently operates four sub-brands, namely Supremasea, Tent World, Thermalabs Air, and Organic Healthcare. Supremasea is the firm's arm that is responsible for producing skincare products. The company leverages Dead Sea mineral salts, and high-value conventional ingredients to create high quality products. Tent World is the firm's sub-brand that distributes beach and outdoor tents around the world. Thermalabs Organic Healthcare is a fairly new arm of the company that was established back in 2016. It creates organic health products based on 100% bio-organic ingredients. Thermalabs Organic Healthcare attempts to accomplish healthy products by studying the reasons why human ancestors were healthier, and had increased energy and vigor. The firm relies on over 1000 years of ancient healthcare wisdom to create quality, handmade health products. Lastly, Thermalabs Air is a division of the company that creates airbrushing machines and accessories.

The new online storefront will host all the company's products, irrespective the sub-brand under which they are categorized. The store will be organized into various categories to represent each sub-brand. According to Alex Howard, a leading marketing coordinator at Thermalabs, the firm is looking to better serve its customers. Traditionally, Thermalabs products were available to customers online via Amazon.com.

"We are glad today to announce our brand new official storefront – Thermalabs.biz. Our customers can order any product from us via the new shop, irrespective of where they are in the world. This particular store is intended to help make our customers service better by bringing all our customers in one place. Stay tuned to Thermalabs....," said Mr. Howard.

Contact Information

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Keywords

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