

## **Thermalabs Glow2Go is Now Available in the German Market**

*Thermalabs Glow2Go tanning wipes are now available in the German market*

October 12, 2017 (FPRC) -- Cosmetics bigwig Thermalabs has today launched its Glow2Go self-tanning towelettes in the German market. This comes at a time when the firm is looking to establish itself as the go-to provider of self-tanners and tanning accessories in the global market. In the recent past, Thermalabs has introduced a section of its most popular releases in the UK, France, Italy, Germany, and other large European markets. The decision to introduce Glow2Go in Germany will probably lead to increased revenues and brand awareness for the American firm.

Thermalabs is a premier manufacturer of self-tanners and tanning accessories. The company is also recognized as one of the fastest-growing makers of general skincare products and cosmetics today. Thermalabs started out back in 2013, launching an organic and natural self-tanner lotion that was known as the Gold Standard tanner. This was a premium tanning lotion that was designed from a cocktail of unique ingredients, including Aloe Vera, Green Tea, and Olive Oil. Following an ingenious pre-marketing campaign, the lotion managed to sell over 10,000 units within just its first week in the market. This attracted a lot of splash coverage by industry blogs and media outlets that are fixated on skincare products. Industry insiders have often reiterated that the success of this initial launch has laid a solid foundation for Thermalabs as it is today.

The Glow2Go is Thermalabs second-ever product release after the Gold Standard Tanner. At the time of launch, Glow2Go was marketed as a pack of disposable tanning wipes that sold at half the price but double the count of the competition. Each Glow2Go pack contains 20 disposable wipes that can be used and disposed on the go. For this reason, the product was a new favorite especially for people who traveled often and needed to carry their favorite tanner. Together with the Gold Standard Tanner and the Ultimitt, Glow2Go has proved to be one of Thermalabs all-time bestselling products.

Alex Howard, the Thermalabs marketing coordinator, said, "We are today excited to announce that one of our best-ever product releases, the Glow2Go self-tanning towelettes, is now available in the German market. Over the last few months, we have been working extra hard to see that the variety of our products are available in the global market. The Glow2Go is one of the most effective disposable tanning wipes today that can be used on-the-go. We expect that our customers in Germany will be happy to be able to leverage this product. At Thermalabs, we're looking to go above and beyond for our customers. Stay tuned to Thermalabs for more..."

### **Contact Information**

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### **Keywords**

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