

SWIMFIN



**LEARNING TO SWIM HAS NEVER BEEN SO MUCH FUN!
THE SWIMMING AID KIDS WANT TO WEAR!**

To order your SwimFin® www.swimfin.co.uk Customer Service 01604 416916



WHAT DOES SWIMFIN OFFER YOU?



Inspires confidence, imagination and play



Ultra Safe - stays in one place, no tipping or slipping and is highly visible



Works across all four swim strokes - multi-stroke functional



Ages 2+ - makes learning to swim fun for any age, any size and any ability



Makes the learning to swim process quicker and easier



No restrictive movements and helps maintain a natural swimming position



Used as a training and teaching tool

“SwimFin® is unique in every way. Getting kids down to the pool or into the water suddenly becomes a pleasure and not a chore. Kids want to strap on their fin and jump in with their friends. SwimFin’s non-restrictive nature means your child learns to swim in a natural position without any restriction around the arms or legs. We aim to make learning to swim a pleasurable experience for all family members. We guarantee you’ll notice the difference in confidence immediately and thinking up fun games is all part of the process!”
Kevin Moseley, Inventor, Founder and MD.
(teaching and coaching for over 30 years)



MEET FINLEY THE FRIENDLY SHARK





WHAT OUR CUSTOMERS HAVE TO SAY.....

What the Grown Ups Say

Couldn't believe how great they were, took kids swimming aged 6 and 4 it is impossible for them to go under. My 4 year old loves to jump in, goes under, but comes straight back up. Definitely worth every penny.
Ms Sharp

I like swimming like a fish and my arms are loose
Megan age 3

My fin helps me swim better and I make lots of new friends when I go swimming
Osian age 5

I love wearing my black fin as I get to look like an awesome fierce shark
Evan age 7

What the Cool Kids Say

"Without SwimFin our holiday wouldn't have been the same. Both my kids are ok swimmers but not the strongest, and all they wanted to do all holiday is spend time in the pool jumping into the deep end with their friends. SwimFin meant we could keep an eye on them and have peace of mind that they would never slip off. We had a great time and it made all the difference, so thanks so much for inventing this fantastic swimming aid. We had so many people ask where we bought ours from too - they were super popular!!"
Mrs. Fischer

We use SwimFin in most of our lessons - the pupils, teachers and parents love them. They inspire the imagination - boys become sharks and girls become mermaids or dolphins. Best teaching aid EVER!!!!
The Sussex Swim School, Haywards Heath

I used to swim for Great Britain and have seen many products come and go but the SwimFin was a big surprise, making such an impact on the kids. Thanks!
Lynne Tordoff - 8 Times British Open Water Champion

The teachers and children at Total Swimming think SwimFin is truly amazing. It's so innovative and practical, it makes a huge difference in their physical and mental learning. I can't imagine why something so effective has never been thought of before. SwimFin has so many benefits, without the limitations of other products, and above all, its fun!!
Steve Parry - Olympic Medallist (2004) and co-creator of the 'Total Swimming Training Program'

What the Swimming Instructors Say

GET READY FOR THE POOL!



SEE OUR WEBSITE FOR THE FULL RANGE OF ACCESSORIES

We sell larger straps for the Magical Mermaid Mum and Dynamic Dad adults learning to swim!



DOLPHIN
Doggy Paddle

For basic to progressive stages, it's a great step forward if the child can go prone (face in looking forward and down). The more the child becomes horizontal the more SwimFin® rises above the water level. When clearly out of the water, buoyancy is greatly reduced, i.e. SwimFin® is self adjusting. There is no need to inflate, deflate, add or remove additional support; an added bonus, and it's very easy to regain a safe or standing position.

ANGELFISH
Our World is Swimming

- There are no rules on how to use SwimFin®
- Imagination and teaching knowledge is the key to delivering a successful lesson
- How it works for one user is different how it works for the next
- If the children are having fun they are learning
- SwimFin® is Safe, Secure and Self Adjusting

VIOLETFISH
Front Crawl

It's inevitable during progression that a swimmer will be twisting the head, shoulders and hips, but with a SwimFin® on, it will be clearly visible to notice these faults. A simple teaching point would be to ask the swimmer to keep SwimFin® vertical and steady (just like a shark). More complicated drills can be used for more able swimmers, eg one arm extended whilst the other works, or one arm behind the back to encourage awareness and develop a stronger stroke.

SNAPPER
Backstroke

Certainly within the early stages, SwimFin® works like an invisible hand. By asking the beginner to start vertical and gradually leaning their heads then shoulders backwards, a star position will take shape. Once comfortable the legs can be used as a continuous and alternating action giving the child gentle propulsion, but support at the same time. By using different drills, arms beside the body, arms extended in line with the body, one arm exercises etc, all shift the centre of gravity encouraging inner core development.

KILLER WHALE
Breaststroke

SwimFin® offers support without being restrictive. By copying the arm movements of the instructor and by using the correct teaching points the swimmer will improve the prone position and in return raise SwimFin® out of the water thus offering less support. The reassurance they have knowing they are supported will allow them to slow the exercise down and practice effectively.

GOLDFISH
Butterfly

All children understand what it means to swim like a dolphin! A powerful kick is equally important as strong upper body. Games can be introduced to develop leg action. Swimming through hoops on the front, swim further under water - now becoming a training tool. For back work if the swimmer is off balance, SwimFin® will try to turn him or her over. If the swimmer has a weak leg kick SwimFin® will bring him/her to the surface. The only way the swimmer can maintain submersion is to super stretch, keep straight and power kick.

SHARK
Eat my Bubbles

The positioning of SwimFin® is above the centre of gravity so this should suspend the child with their chin on the water and legs hanging down. The development also allows it to support the heavier user. It is guaranteed to keep an adult afloat (tried and tested by adults/instructors). Plus it has the ability to replace a kick board (float) and pull buoy.



HOW TO FIT YOUR SWIMFIN



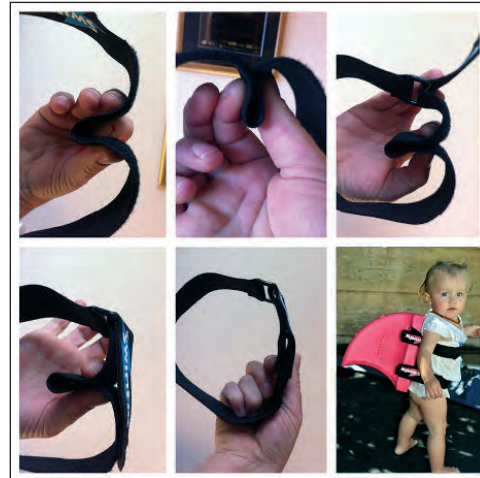
Fitting Instructions

- 1 Hold the SwimFin® in the upright position facing towards you.
- 2 Take the straps by the rounded front end and with the logo facing down (Velcro facing up), insert the straps into the slots (from the left hand side so the logo appears the right way up when fitted) provided on the SwimFin®.
- 3 Wrap the straps around the body, feed the rounded end through the buckle and fasten the Velcro.
- 4 To ensure a correct fit, pull the strap so it fits snugly around the body making sure both parts of Velcro make proper contact.
- 5 To remove, pull the tab at the end of the strap.



It should be worn high on the back, above the centre of gravity.

Here's a step by step guide to make the straps a little smaller



Storage Instructions

After use rinse with cold water and allow to dry. Store away from sunlight.



It should NOT be worn on the front.

GET SWIMMING AND FEEL THE MAGIC



...And they fit snugly into the holiday suitcase.

What is the youngest age SwimFin is suitable for?

SwimFin® was designed for typical 2 year olds and above, but we've received plenty of feedback from parents and teachers telling us about 18 mth olds that have used SwimFin®. The record for the youngest child who was able to use SwimFin® unaided is fifteen months. SwimFin® can also be used by adults learning to swim and individuals with special needs.

Does SwimFin come with an instruction manual?

NO! An explanation can be found on the 'How SwimFin® Works' tab on the website. We strongly recommend that a parent or teacher assist a child in the early stages until he/she is comfortable with SwimFin®. Once they are accustomed to the buoyancy they will know instinctively what to do, and that's when the freedom and the fun starts. Some kids pick this up instantly but younger children and the less confident may take a little longer. There are no rules on how to use SwimFin® - there should be a natural progression until the child lets you know when to let go. SwimFin® works with all ages and abilities but the way it works for one child of a particular age and ability, can be totally different for a child of a different age & ability.

The straps are too small, is there anything that can be done?

Since more and more bigger children and adults are using SwimFin® we now manufacture larger straps which are available to buy via the website.

Are replacement straps available?

The standard and large replacement straps are available online. Each set comes in black with colour co-ordinated logo.





THE FINLEY CLUB

The Finley Club kids zone. Finley has lots of exciting games, arts and crafts, quizzes and screen savers for you to download. Just log on to www.swimfin.co.uk

Sign up to our newsletter and also let us know your ideas for future fun and games.

Keep an eye on the Finley Club to see what's new and look out for Finley's exciting competitions - just have fun!



- Do kids approve?
- Do Parents approve?
- Do instructors approve?
- Has SwimFin® won international awards?
- Is SwimFin® endorsed by celebrities and governing bodies?



NEVER leave your child unsupervised in the water. Use SwimFin® responsibly and always have a competent supervisor to watch your children at all times.



UNIQUE AND INNOVATIVE

BEGINNER

A beginner's body is lower in the water and the SwimFin® is more submerged, offering more uplift and support. The arms are left free for propulsion through the water.



INTERMEDIATE

As confidence and ability grow, the body position will improve, SwimFin® will raise out of the water as less support is required.



ADVANCED

In a total horizontal position, SwimFin® is almost completely out of the water offering very little or no support at all and because it is streamlined will not impede movement through the water.



BACKSTROKE

SwimFin® gives maximum support whilst encouraging balance without the need for additional buoyancy aids and easily assists the user to rotate onto the front & regain a safe standing position.





THE PERFECT SWIMMING AID FOR EVERY MINI SHARK ADVENTURE

When a child puts on a SwimFin[®], they immediately become more active, playing, building confidence, learning, experimenting and having FUN! SwimFin[®] plays a psychological part in learning to swim, even before a lesson has started. Kids love the feeling of safety and security SwimFin[®] gives them, while it motivates and encourages imagination and play.

SwimFin[®] is the first truly new development in the teaching of swimming for decades - tried and tested to assist anyone in learning to swim. Unlike arm-bands, noodles or other devices, SwimFin[®] works in harmony with the body, helping to develop a better and more natural swimming position.

SwimFin[®] compensates for different abilities, providing as much support as the swimmer needs, yet giving confidence to even the most timid learner. SwimFin[®] is also a flotation device that complies with international safety standards EN71 and EN13138, providing enough buoyancy to keep an adult afloat. And after it has done it's job as a learning aid, SwimFin[®] will always find use as a fun water toy.

The little one used his fin today for the first time and WOW is all I can say. From the child who couldn't get enough buoyancy and was still scared, to the child who jumped in, kept on moving in the water and even wanted to dive like a real shark! Swimming today was the best time ever!
Ms Doesburg

My 4 year old son got this before going on vacation. He was very excited and wore it around the house for days pretending to be a shark. He couldn't wait to go in the water to try it out. He was actually interested in learning to swim.
N. Fine - Florida, USA

I selected SwimFin as the core aid when starting my swim school for many reasons - mainly for how clever and diverse it was. I find using SwimFin enables swimmers to progress quickly in a fun and enjoyable way. it allows them to use their body freely and can be used across all abilities and strokes. Advanced swimmers use the aid to perfect their strokes and our youngest use them as a fun flotation aid including our disabled swimmers. I couldn't imagine teaching with anything else, the swim school would not be the same without it. Star product, high quality and fantastic service.
Big Fish Little Fish Swimming Lessons.



Interested in becoming a stockist/trade account or distributor? Please contact Sales & Marketing Manager - Emma Gibson emmagibson@swimfin.co.uk

Customer Service email - customerservice@swimfin.co.uk



To order your SwimFin[®] www.swimfin.co.uk Customer Service 01604 416916