



# SWIMFIN

Get  
your  
FIN  
on!

Learning to swim has  
never been so much fun,  
with the swimming aid  
kids want to wear!

[www.swimfin.co.uk](http://www.swimfin.co.uk)

# The perfect SwimFin® aid for every mini shark adventure

**W**hen 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 its job as a learning aid, SwimFin® will always find use as a fun water toy.

COLOURFUL RANGE  
INCLUDING NEW 'LIME' FIN!



DID YOU KNOW?  
SWIMMING HELPS BUILD MUSCLE





# 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
- ✓ 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



**INSPIRES CONFIDENCE,  
IMAGINATION AND PLAY!**

*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

# How to fit



STORAGE INSTRUCTIONS  
AFTER USE RINSE WITH COLD  
WATER AND ALLOW TO DRY.  
DO NOT LEAVE SWIMFIN  
OR STRAPS TO DRY IN THE  
SUNLIGHT AS THAT  
MAY CAUSE FADING.



# Get swimming and feel the magic



CHOICE OF 8  
GREAT COLOURS

**LIFETIME GUARANTEE!** (for SwimFin® only - not straps)  
If anything should go wrong with your EVA-Foam SwimFin®,  
contact SwimFin® directly for a replacement.

NON-INFLATABLE - NO  
CHANCE OF BURSTING  
OR DEFLATING

AERODYNAMIC SHAPE

EXPERTLY WEIGHTED  
TO PROVIDE SUPPORT  
WHEN NEEDED

HAND-MOULDED EVA  
QUALITY FOAM FIN

GRADE A QUALITY  
HOOK & LOOP STRAPS

ADJUSTABLE FOR  
TIGHT, SECURE FIT

## 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.



# What our customers have to say...

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

**Evan**

age 7

RLSS UK is proud to work with SwimFin as an RLSS UK Water Safety Partner. We believe that SwimFin helps children to be safer around water because they can wear their fin at all times with no risk of dropping it or forgetting to use it; and that SwimFin helps children to learn to swim more quickly and safely as they are free to use their arms and legs to develop their swimming skills without any restriction of movement. SwimFin is a great learn to swim and safety aid.

**Michael Dunn**

Director of Education & Research

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

**Osian**

age 5

I like swimming like a fish and my arms are loose

**Megan**

age 3

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**

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, it's fun!

**Steve Parry**

Olympic Medallist (2004) and co-creator of the 'Total Swimming Training Program'

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





# FAQS

## Q What is the youngest age SwimFin® is suitable for?

**A** SwimFin® was designed for typical 2 year old and above, but we've received plenty of feedback from parents and teachers telling us about 18 month 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.

## Q Does SwimFin® come with the straps?

**A** Yes, SwimFin® comes with a pair of regular size straps with colour co-ordinated logo in the packaging.

## Q Are replacement straps available?

**A** Yes, the standard and large replacement straps are available online. Each set comes in black with a colour co-ordinated logo.

## Q What length are the Regular and Large straps?

**A** When laid out on a flat surface the regular strap measures 78cm and the large 85cms. Please note they will stretch around the body — we only recommend large straps for adults and older children.

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

**A** Visit [www.swimfin.co.uk](http://www.swimfin.co.uk) FAQs page for photos.

## Q Up to what age do the regular straps fit on a child?

**A** It depends on the age and weight of a child but the regular size straps fit most average 12 year olds comfortably. If your child is older or you are purchasing for an adult it would be advisable to order the larger straps in addition.

## Q Are the SwimFin®'s all one size? (I.E Does it come in a smaller size for babies & larger for adults)

**A** SwimFin® is one size fits all.

## Q What weight can a SwimFin® hold?

**A** From approx. 15kg to 100kg OR 2.5 stone to 16 stone max weight.

## Q Should I wear the fin on my back or can I wear it on my front too?

**A** NEVER wear SwimFin® on the front, only on the back.

## Q Do I need to hold my child in the water wearing the SwimFin®?

**A** We advise letting your child play in shallow water wearing their SwimFin® so they can get used to the way it feels first and foremost. From there you can hold your child in the water and encourage arm and leg movement as much as the child would like to. In time your child will want to be off swimming — just watch their confidence grow! It is always advised to supervise your child in and around water at all times.

## Q What is the weight of the SwimFin®?

**A** The SwimFin® in it's packaging weighs 242g so is incredibly light.

## Q What is the SwimFin® made of?

**A** It is made from EVA foam.

## Q Should I put a UV top underneath the SwimFin®?

**A** If your child is due to wear the SwimFin® in a pool for a length of time eg on holiday — it is advisable to wear a UV top to also aid with sun protection.



## Q My child has sensitive skin what do you recommend?

**A** If your child has sensitive skin it is advisable to have them wear a t-shirt or UV top underneath the fin.

## Q Will we be able to use SwimFin® at public water parks and swimming pools?

**A** This can depend on the rules and regulations of the particular leisure centre or water park but generally yes SwimFin® is a swimming aid so children should be allowed to wear what you choose to use. Sometimes when going on slides staff may ask you to remove the fin as the child cannot lie back if the slide is steep. Instructors worldwide use SwimFin® in their lesson programmes so as a result it should be absolutely fine to wear and enjoy learning to swim.

## Q Does SwimFin® come with an instruction manual?

**A** NO. An explanation can be found on the 'How SwimFin® Works' tab on the website. We strongly recommend that a parent or teacher assists 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. NEVER wear SwimFin® on the FRONT of the body.





To order go to:  
**[www.swimfin.co.uk](http://www.swimfin.co.uk)**

**Interested in becoming a stockist/trade account or distributor? Please contact Sales & Marketing Manager  
- Emma Gibson [emmagibson@swimfin.co.uk](mailto:emmagibson@swimfin.co.uk)**

**Customer service email:  
[customerservice@swimfin.co.uk](mailto:customerservice@swimfin.co.uk)  
or call the customer service line on:  
**01604 416916****



ROYAL  
LIFE SAVING  
SOCIETY UK  
[www.rlss.org.uk](http://www.rlss.org.uk)

■ Tested to International  
Safety Standards  
EN71 and EN13138

■ Working in partnership  
with the RLSS on  
water safety and  
drowning prevention

**Talk to us on social media:**



**@SwimFinGB**



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