

spring | summer

2016



FinFun[®]

““ **Fin Fun Mermaid...**
has evolved into a
mermaiding collosus ””

-The Wall Street Journal
| August 2015

““ **The mermaid economy**
is positively booming. ””

-Fast Company
| September 2015



You Tube
+250 MILLION
VIEWS

SEEN ON

+ **People**
MAGAZINE

+ **Disney JESSIE** EPISODE
ROSSSED AT SEA

+ **ENTERTAINMENT**
TONIGHT

+ *Cute Girls Hairstyles*

+ **SEVEN SUPERGIRLS**

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Who is Fin Fun?

- Fin Fun Mermaid was started in 2010 by Idahoan grandmother, Karen Browning, when her granddaughter asked her to make her a swimmable mermaid tail.
- Fin Fun Mermaid is still a family owned and operated business based out of Idaho Falls, Idaho.
- Most Fin Fun products are still made in the USA.
- Fin Fun Mermaid owns the patent to their swimmable spandex mermaid tail and monofin design.
- In the US, Fin Fun sells primarily online and to exclusive retail boutiques. Select distributorships are available in other countries worldwide.
- Fin Fun ships product worldwide—to over 180 countries as of September, 2015.
- Fin Fun mermaid tails have been seen on celebrities such as Kim Kardashian’s daughter, North, Channing Tatum’s wife, Jenna & daughter, Everly; on TV shows such as Disney’s Jessie; and many stars of popular YouTube channels such as Cute Girl’s Hairstyles, Seven Super Girls, Niki + Gabi, and more.

finfun.com | finfriends.com

OUR MISSION

To provide
quality products to kids of all ages
 that promote **creativity** and active play
 in a **safe** and **fun way**.

WHY

Why Fin Fun?

The Original, **PATENTED** Mermaid Monofin

Our exclusive monofin insert is custom engineered from a highly advanced material which provides strength and rigidity, while being extremely light and flexible. This gives the monofin and mermaid tail the incredible, realistic motion you have dreamed of. The neoprene sleeve makes it possible for feet of virtually any size to comfortably wear our monofin. Watch the video to the right to see a Fin Fun monofin in action! You will experience a new level of mermaiding power as you glide through the water with the best mermaid monofin on the market! But the best part of all? Our new monofin insert is partially made using recycled plastics which would otherwise be littering earth's beautiful seas. With our patented design, there is no other monofin like it on the market.

Safety is Our #1 Priority

Fin Fun has pioneered the safest swimmable mermaid tail on the market. Our open bottom design allows for quick access to feet and legs. Removing the monofin from your feet is simple and fast. Just a light tug, a kick and you're out! We have made videos to help mermaids, young and old, feel comfortable and confident in their tails. Learn how to become Mermaid Tail Ready by watching our mermaid tail safety videos!

Unique, Realistic Designs

Fin Fun mermaid tails are custom printed designs, made out of the same kind of fabric as a swimsuit, making them lightweight and quick to dry! Our monofin is buoyancy neutral, which means you won't be weighed down or feel like you're fighting your feet floating up, helping you to swim fast like a mermaid!

Breathable Fabric & Lightweight Monofin

Fin Fun mermaid tails are stretchy and sleek to allow maximum comfort & beauty while mermaiding or lounging on the shore. We use breathable fabric that allows water and air to pass right through. With a combined weight of only 1.5 lbs, your tail and monofin won't weigh you down.



The Fin Fun® Monofin is custom molded from a highly advanced polypropylene material, combining strength and rigidity while remaining extremely light and flexible.



PATENTED
TECHNOLOGY



LIGHTWEIGHT
COMFORTABLE



OPEN
BOTTOM DESIGN



BREATHABLE
4 WAY STRETCH

- ✓ Lightweight
- ✓ Flexible
- ✓ Durable

Mermaid's Mermaid Tails



The 3D print gives the tail a realistic mermaid look



Designed for water use.



Superior quality print that lasts in chlorinated pools



Machine washable



Lightweight, breathable, poly spandex blend



Each color is associated with a character found on the Fin Fun blog: www.finfriends.com



ZOEY'S AUSSIE GREEN



DESTINY'S TROPICAL SUNRISE

PATENTED MONOFIN INCLUDED!

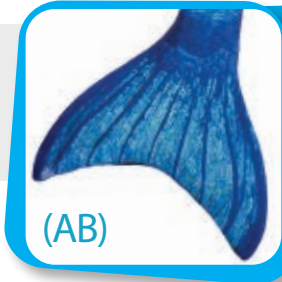


MERMAID TAILS Mermaid's Collection



ZOEY'S AUSSIE GREEN
(GB)

Goes great with these tops:



CRYSTAL'S ARCTIC BLUE
(AB)

Goes great with these tops:



WAVERLEE'S MALIBU PINK
(MP)

Goes great with these tops:



JIA'S ASIAN MAGENTA
(AM)

Goes great with these tops:



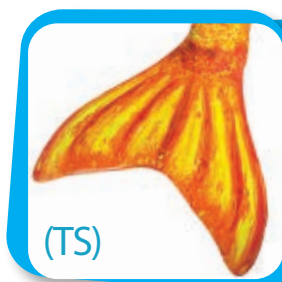
SERENA'S RAINBOW REEF
(RR)

Goes great with these tops:



BRYNN'S CELTIC GREEN
(CG)

Goes great with these tops:



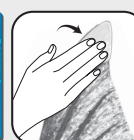
DESTINY'S TROPICAL SUNRISE
(TS)

Goes great with these tops:



SCARLET'S RIO RED
(RIO)

Goes great with these tops:



SEE PAGE 13 FOR TIP PROTECTOR

Tail Size	06	08	10	12	AXS	AS	AM
MSRP		\$124.95		\$129.95			\$134.95

ALSO AVAILABLE



OBSIDIAN'S BARRACUDA BLACK
(BB)



GOES GREAT WITH SHARK FIN
SEE PAGE 10



BACKPACK BUNDLE PACKAGING
SKU: RTL2-(COLOR)-MFBP-(SIZE)

BASIC PACKAGING
SKU: RTL2-(COLOR)-MF-(SIZE)

SEE PAGE 9 FOR PACKAGING OPTIONS

*RIO RED & BARRACUDA BLACK ARE NOT AVAILABLE IN RETAIL PACKAGING

Sparkle Costume Tails



PASSION PINK

Note: Sparkle tails do not come in retail packaging.

Costume Tails

- Sparkle foil
- Better as a costume, because of tendency to fade in water
- Sparkle will diminish with time and use.
- Not machine washable
- Lightweight, breathable, spandex, nylon and foil blend
- Less expensive than Mermaid brand mermaid tails

Toddler Tails

finfun TODDLER Mermaid Tails

OPEN BOTTOM



TOP LEFT: MEDITERRANEAN SEA SPARKLE
BOTTOM LEFT: WAVERLEE'S MALIBU PINK COMBO & ZOEY'S AUSSIE GREEN SWIMWEAR

BARRACUDA BLACK ALSO AVAILABLE (COLOR BB)



Tail Size	03	05
MSRP	\$54.95	

SKU: TL2-(COLOR)-(SIZE)



TODDLER TAILS ARE INTENDED FOR DRESS UP AND DO NOT CONTAIN A MONOFIN AND ARE NOT AVAILABLE IN RETAIL PACKAGING



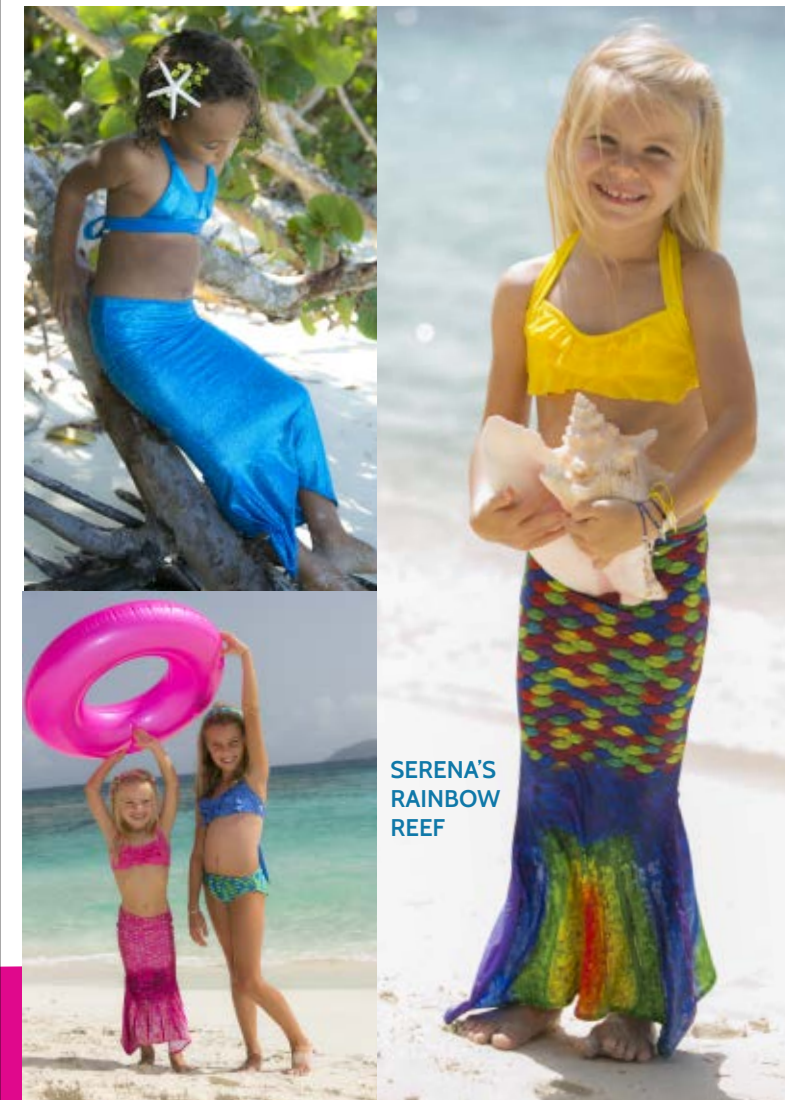
Tail Size	06	08	10	12	AXS	AS	AM
MSRP	\$114.95		\$119.95		\$124.95		

SKU: TL-(COLOR)-MF-(SIZE)



ARIEL GREEN

7 Note: This tail is recommended to be worn solely as a costume. Because of this, it has a different warranty from our Mermaidens Collection mermaid tails.



SERENA'S RAINBOW REEF



BACKPACK BUNDLE

Designed for the best impression, the Fin Fun Mermaidens backpack packaging includes both a Mermaid Tail and Monofin along with a fun backpack.

Designed specifically to hold and carry both the tail and monofin, this added value is sure to be a hit.



BEST VALUE

BASIC PACKAGE

This simplistic design has high shelf visibility. Displaying the tail design beautifully this packaging option shows engaging information for both child and parent while still retaining a clean aesthetic.

Available in both Pro & Jr Monofin sizes engineered for the smallest possible footprint.



FRONT

BACK



ONLINE PACKAGING

- Online direct packaging
- Tail contained in organza bag
- Easy to store and ship multiple quantities

SHARK FIN

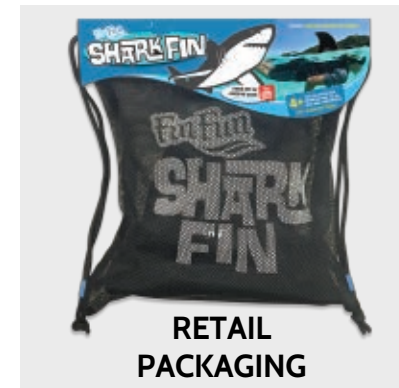


SHARK FIN BAG INCLUDED!

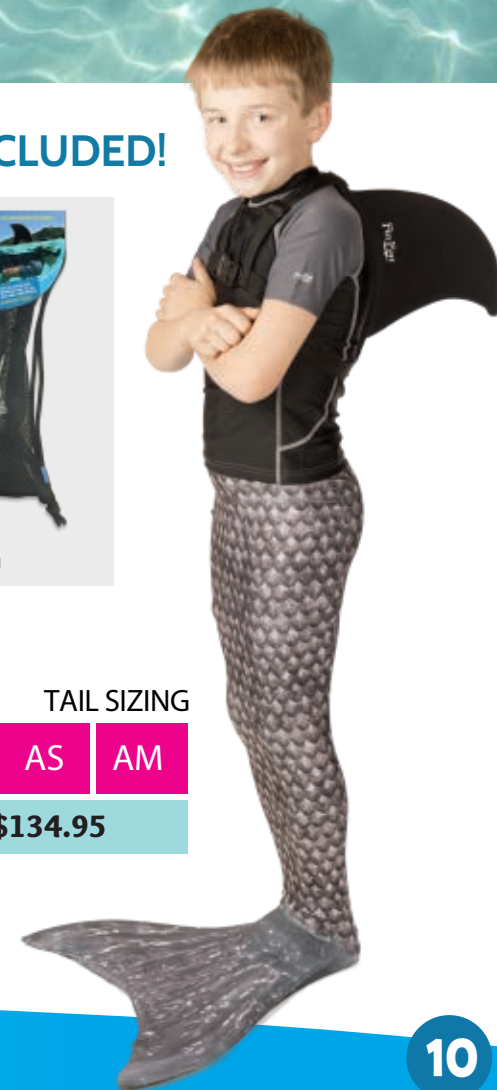


Shark Fin
SKU: SF-01-BK

\$39.95



RETAIL
PACKAGING



SKU: RTL2-BB-MF-SIZE

OBSIDIANS

BARRACUDA BLACK TAIL

TAIL SIZING

Tail Size	06	08	10	12	AXS	AS	AM
MSRP		\$124.95	\$129.95				\$134.95

TALK TO YOUR SALES REP ABOUT
RASHGUARD TOP & BOTTOM

Solid Tops



Clamshell Tankini Top
SKU: TPT6-(COLOR)-(SIZE)



Clamshell Bikini Top
SKU: TPB5-(COLOR)-(SIZE)



Sea Wave Bikini Top
SKU: TPB8-(COLOR)-(SIZE)

Available Colors:

- Dark Blue (DB)
- Light Blue (BL)
- Dark Purple (PU)
- Light Purple (LPU)
- Pink (PK)
- Yellow (YL)

Complete the Mermaid Look!



Bikini Bottom
SKU: BT2-(COLOR)-(SIZE)



Tankini Top
SKU: TPT1-(COLOR)-(SIZE)



Bikini Top
SKU: TPB2-(COLOR)-(SIZE)



Mermaid Sarong
SKU: AC-SG(SIZE)-(COLOR)

Available Colors:

- Tropical Sunrise (TS)
- Arctic Blue (AB)
- Aussie Green (AG)
- Asian Magenta (AM)
- Celtic Green (CG)
- Malibu Pink (MP)
- Rio Red (RIO)
- Rainbow Reef (RR)
- Mediterranean Sea (MS)
- Ariel Green (AG)
- Passion Pink (PP)
- Purple Sky (PT)

Tankini Tops (Girl & Women sizes)

XS	S	M	L	XL	WSX	WS	WM
\$34.95				\$37.95			

Bikini Tops (Girl & Women sizes)

XS	S	M	L	XL	WSX	WS	WM
\$29.95				\$34.95			

Bikini Bottoms (Girl & Women sizes)

XS	S	M	L	XL	WSX	WS	WM
\$19.95							

Mermaid Sarongs (Kid & Adult sizes)

K	A
\$17.95	\$17.95

Size Charts available online at www.finfun.com/size-charts



Mermaid Accessories



Small Doll Tail & Top
SKU: DB-(COLOR)

\$14.95



American Girl Doll Tail & Top
SKU: DL-(COLOR)

\$15.95



Headwraps
SKU: AC-S2-(COLOR)

\$10.95

Available Doll Tail & Headwrap Colors:

- Tropical Sunrise (TS)
- Asian Magenta (AM)
- Celtic Green (CG)
- Arctic Blue (AB)
- Purple Sky (PT)
- Mediterranean Sea (MS)
- Rainbow Reef (RR)
- Rio Red (RIO)
- Malibu Pink (MP)
- Aussie Green (AG)
- Ariel Green (AG)
- Passion Pink (PP)



PROTECT YOUR TAIL

TIP PROTECTOR TAPE

\$7.95



Backpack
SKU: AC-BP-01

\$19.95



Available Colors:

- Blue (BL)
- Green (GR)
- Pink (PK)
- Red/Black (RIO)

Mermaid Tote Bag
SKU: AC-T1-(COLOR)

\$34.95



Mermaidens Beach Towel
SKU: AC-TW-MM

\$17.95



Always Be a Mermaid Beach Towel
SKU: AC-TW-TX1

\$17.95



Fin Friends Beach Towel
SKU: AC-TW-FF

\$17.95

COMING SOON

Coming Soon

CUDDLE TAIL BLANKETS | Kid & Adult Sizing



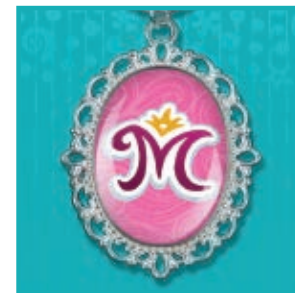
Mermaid Tail Blanket
Aquamarine



Mermaid Tail Blanket
Pink/Teal



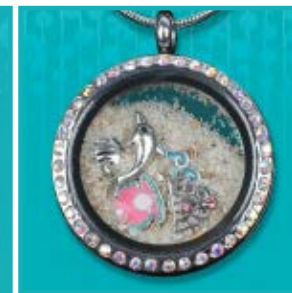
Penguin Blanket



Mermaidens Logo
Necklace



I'm a Mermaid
Pendant



Waverlee's Treasure
Locket



NEW TOWEL DESIGNS



MERMAID APPAREL

finfun.com | finfriends.com

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FinFun
Mermaidens[™]
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