



**LIMITED EDITION**  
**Fin Fun**

3018 N. Holmes Ave, Idaho Falls, ID 83401

1-844-4FinFun (1-844-434-6386)

[finfun.com](http://finfun.com)

## FIN FUN MERMAID LAUNCHES

### “TAIL OF THE MONTH” WITH A TRIPLE RELEASE

#### NEW FASHION STYLES ARE SWEET, SPARKLY AND OUT OF THIS WORLD

**June 13, 2017 - Idaho Falls, ID...** Good news for glamour-loving mermaids looking to expand their wardrobe – Fin Fun introduces its new “Tail of the Month” program beginning this June, with a promise to deliver an exciting new mermaid tail design every month from now on. Fin Fun kicks off its “Tail of the Month” celebration with the debut of three new Limited Edition Collection designs in June, Bahama Blush, Razzle Dazzle and Lunar Tide.

#### **Bahama Blush**

As gentle as a tropical beach at dawn, the Bahama Blush mermaid tail blends pink and coral hues of the sunrise with translucent aqua greens of the new tide. Featuring a shimmery textured finish that sparkles in the sun, this Limited Edition Tail will make a splash.



#### **Razzle Dazzle**

Dazzling candy-colored scales in fuchsia, lemon, lime, turquoise, and violet have unique hidden starbursts and hearts within the scale pattern. In addition to beautifully detailed highlights in this sparkling new Fin Fun Limited Edition swimmable mermaid tail, the design also features a shimmering dotted texture.



#### **Lunar Tide**

The stars glisten and shine in this celestial new tail design that captures the ethereal beauty of the galaxy. Midnight blues and blacks of deep space combine with the subtle nebulae of rose, lavender and periwinkle surrounded by brilliant white stars. Covered in a glistening new sparkle texture, this mermaid tail lets girls outshine everyone.

#### **New 60 Day Tail Tip Warranty**

Fin Fun has also introduced its new patent-pending Tip Reinforcement Technology to prevent damage to tail tips, which in the past have occurred from rubbing against rough surfaces. A revolution in the mermaid world, Fin Fun's new reinforced tail tips provide maximum protection and are covered by the best warranty in the industry: the 60-Day Tail Tip Warranty that including a one-time, free tail replacement if your tail tips develop holes or tears.

Tail Sizes: Youth (6-12) and Adult (XS – L)

MSRP: Youth \$65; Adult \$75

Monofin Insert (required for swimming):

Monofin Jr. \$60 MSRP

Monofin Pro \$65 MSRP



**Patented Monofin:** The patented Fin Fun Monofin (available for separate purchase) provides natural mermaid motion for smooth swimming at the pool, lake or beach. The Monofin can be easily inserted into the bottom of the tail and is designed for safety, comfort and performance while maintaining its mermaid shape. Flexible, polypropylene insert has a dive-grade neoprene cover that is buoyancy neutral and stays afloat. Feet are not strapped in, making removal of the Monofin easy, with just one tug and a kick. [Click here to see video.](#)

**Safety:** The open tail bottom makes it easy to insert and remove the Monofin (required for swimming), avoids trapped air and allows mermaids to walk on land.

**Retail availability:** [FinFun.com](http://FinFun.com), [Amazon.com](http://Amazon.com), [Walmart.com](http://Walmart.com), [Swimoutlet.com](http://Swimoutlet.com) and select specialty retailers nationwide.

More information about Fin Fun is available at [www.finfun.com](http://www.finfun.com).

#### **About Fin Fun**

Based in Idaho Falls, Idaho, Fin Fun originated the swimmable spandex mermaid tail and patented monofin in 2010. Fin Fun produces wearable mermaid tails, monofins, mermaid-themed clothing and accessories as well as its lines of Cuddle Tails plush mermaid tail blankets and Wild Things wearable animal blankets. A celebrity favorite, Fin Fun sells its products primarily online and to exclusive retail outlets in over 180 countries around the globe. In 2017, Eric Browning, CEO and Steve Browning, CFO, were named Idaho Small Business Persons of the Year by the U.S. Small Business Administration. In 2016, the family-owned and operated company made the [Inc. 500 list](#) at #119 and was recognized as an innovative e-retailer on the Internet Retailer Hot 100 list. For more information, visit [www.finfun.com](http://www.finfun.com).