



LIMITED EDITION
Fin Fun

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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.

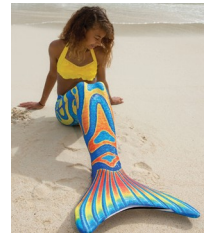
Bahama Blush

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, Amazon.com, Walmart.com, Swimoutlet.com and select specialty retailers nationwide.

More information about Fin Fun is available at www.finfun.com.

About Fin Fun

Based in Idaho Falls, Idaho, Fin Fun originated the patented swimmable spandex mermaid tail and monofin in 2010. Fin Fun produces wearable mermaid tails, monofins, mermaid-themed clothing and accessories as well as its line of plush mermaid tail and animal-themed blankets. A celebrity favorite, Fin Fun sells its products primarily online and to exclusive retail outlets in over 180 countries around the globe. In 2016, the family-owned and operated company was named to the Inc. 500 list at #119. Fin Fun was also recognized as an innovative e-retailer on the Internet Retailer Hot 100 list. For more information, visit www.finfun.com