

YOU HAVE THE WILL

'The Will' recognises your drive, desire and commitment to improvement.

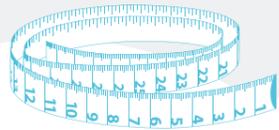
DID YOU KNOW?



minutes of steady swimming can burn between **200** and **350** calories*.



Swimming is a genuine full body workout, making it the perfect exercise for toning up.



Swimming burns approximately 3 calories a mile per pound of bodyweight - which means a woman weighing 150 pounds can burn approximately 450 calories for every mile swum*.



Because it makes you feel almost weightless, swimming reduces impact on joints by **90%** compared to land-based exercise*.



minutes of exercise in the water is the equivalent of approximately an hour's non-water exercise*.



Swimming for just **30** minutes, once a week can provide a significant improvement to energy levels*.



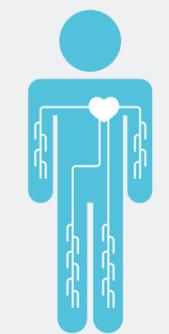
Swimming is good for the heart, great cardio exercise, and perfect for elderly people, pregnant women and those recovering from injuries.



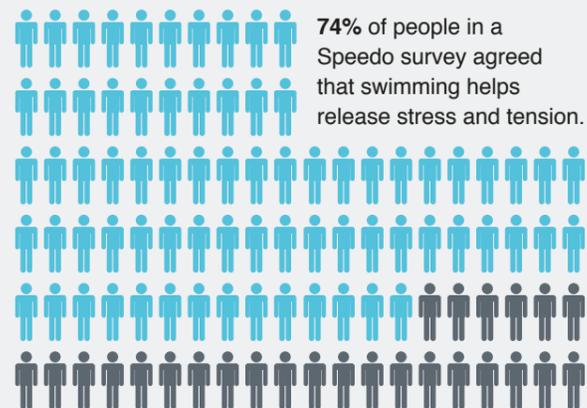
Swimming helps strengthen the arms and legs.



Research suggests that swimming for just **30** minutes regularly can cut the risk of early death*.



Because it's a full body workout, swimming pumps blood hard to the arms and legs, meaning it's a great way to improve circulation.



74% of people in a Speedo survey agreed that swimming helps release stress and tension.



Over two thirds of those surveyed feel that swimming can have a positive mental impact, with **70%** agreeing that it helps them to feel mentally refreshed**.



Swimming is the ideal 'feel good' exercise, with **68%** saying that being in the water helps them to feel good about themselves**.

WE HAVE THE WAY

'The Way' reinforces Speedo's products and services, backed by 80 years of research, development and design. From our goggles to our swimsuits, our caps to our training aids - Speedo Fit gives you the confidence and motivation to get in the pool, to swim, to push, to think 'just one more lap'....

DID YOU KNOW?



Regular swimmers demand longevity from their swimwear. That's why Speedo's Swim Fitness collection is made using Endurance®+ and Endurance fabrics. Speedo Endurance+ is hardwearing and provides greater chlorine resistance than conventional swimwear fabric for a longer product life:



Speedo's Endurance+ fabric is **100% chlorine resistant**.

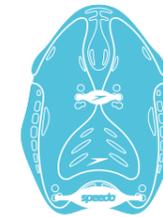


Speedo's Endurance+ fabric is quick drying.



Speedo's Endurance+ fabric is **20** times more fade resistant than conventional elastane swimwear.

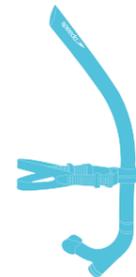
Speedo Trainings Aids help to tone key areas of the body and improve strength, technique, endurance and calorie burning.



Speedo Biofuse® Power Paddles, are ideal for increasing upper body strength.



Speedo Biofuse Training Fins can improve leg strength and speed.



The Speedo Centre Snorkel is designed to allow you to focus on improving body alignment, stroke and kick technique.



The Speedo EVA Kickboard provides superb buoyancy in the water, allowing every swimmer to focus more easily on improving their technique.



The Speedo Elite Pullbuoy is designed to isolate the upper body, enabling swimmers to enjoy a really focused workout in the water, with every ounce of effort going in to strengthening the arms and shoulders.



Speedo has the widest range of goggles – from Biofuse technology, which offers supersoft cushioned comfort, to IQFit, developed using 3D head scans and contoured to the exact dimensions of the face.

WHY GET SPEEDO FIT?

'Get Speedo Fit' is a dynamic call to action that will inspire you to meet your swimming goal, something that can be achieved with the help of Speedo's products and technological innovation along with our advice and expertise. The 'Get Speedo Fit' program aims to establish Swim Fitness as the 'new fitness' and reinforce swimming as a way of achieving a total body workout.

Whether your goal is improving your technique or trying a new fitness plan in order to tone your body and feel more confident for a special occasion, Speedo has the products and expertise to help you get the most out of your time in the water. **Come on, swap the gym for a swim...**