

Swimming is fun and good for you

Use the SWIMTRAINER "Classic" to help your children get used to the water in a fun way

Venturing into the deep end, jumping from the 3-meter diving board at the pool, going swimming with a couple of friends or exploring the underwater world with diving goggles and flippers on holiday at the seaside – being able to swim well is particularly important for children and provides brand-new and important experiences for them in life. "For children to establish a lifelong positive feeling with water, the foundations for a successfully learning experience for swimming should be laid at an early age", recommends Michaela Warmuth-Rüd, owner of the FRED'S SWIM ACADEMY, which sells the three-step learn-to-swim system SWIMTRAINER "Classic" in more than 30 countries. These swimming aids are specifically designed to provide high levels of both fun and safety for children.

Swimming is not only fun for children, but is also one of the healthiest sports around. It strengthens the muscular system, prevents postural defects, strengthens the immune system and improves stamina, co-ordination and performance. Swimming also benefits mental balance by raising self-esteem and calming nervous children. Baby swimming, for example, enables types of movement for the infant that is not yet possible outside the water. Swimming and the inherent joy in activity that infants experience in the water therefore form the best basis for healthy child-development.



Twelfth week: perfect to start swimming with your baby

"At first, parents should primarily use a hands-on approach as their children become accustomed to water", advise Michaela Warmuth-Rüd. From as early as the twelfth week it is useful to start swimming with your baby. From this age on the baby is able to hold its head up independently and grab hold of toys. It has a stable immune system and does not lose body heat in the water too quickly because it is getting increasingly more active. Using the red SWIMTRAINER "Classic", babies can already move autonomously since they are born with the "amphibian reflex". Although the amphibian reflex is usually lost whilst learning how to walk, the red SWIMTRAINER "Classic" assists the child in retaining this reflex so that it can be utilised later when learning the breaststroke. In the SWIMTRAINER "Classic", the baby/infant is positioned in the ideal, horizontal swimming pose, with its hands free to play with toys and enabled to move around independently by using its legs. Providing a fun approach, combined with a high degree of safety, a positive feeling with the water element can therefore be formed.

"To start with, it is important that the child masters the perfect leg movement because the legs are the motor for motion in the water", says the owner of FRED'S SWIM ACADEMY. "The use of the arms, with small circular movements, or learning the correct breathing technique for swimming can not be added until the frog movement - pushing with the entire sole of the foot on both sides - has been perfected."

While the red SWIMTRAINER "Classic", with the highest buoyancy, provides the basis for learning how to swim, the training of swimming techniques for children from the age of four, building upon the SWIMTRAINER, eventually guides learners to the perfect swimming style. With reduced buoyancy, the orange SWIMTRAINER "Classic" supports the learning of the correct coordination of arm and leg movements. The yellow SWIMTRAINER "Classic", with the lowest buoyancy, is best suited for the methodical transition to free, unassisted swimming. Children are accompanied gradually by the SWIMTRAINER "Classic" through the buoyancy levels until they can swim without assistance. "It is important to give children as much time as they need to learn how to swim", according to Michaela Warmuth-Rüd's advise: "Never put them under pressure – the focus should always be on having fun."

Furthermore, FRED'S SWIM ACADEMY provides children with the opportunity to learn how to swim on holiday in around 40 "Kinderhotel Europa" hotels and in the 14 swim schools by the Red Sea in Egypt, with the help of the SWIMTRAINER "Classic" and specially trained swim instructors.

The SWIMTRAINER "Classic" consists of five inflatable compartments and a safety belt to guarantee stability as well as to prevent the infant from slipping out. The phthalate-free SWIMTRAINER "Classic" naturally fulfils all safety requirements and has been tested by the Technical Control Board.

FRED'S SWIM ACADEMY

also offers neoprene swimming trunks and swimsuits with body-temperature retaining effect, as well as peaked caps with neck protection, so that the children are optimally equipped for a fun time in the pool and the sea. The neoprene trunks and swimsuits provide a high degree of hygiene, additional buoyancy and maintain the infant's body heat.



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