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Introduction

Lynsey is an entrepreneur, TV presenter, Mum, homecare guru and author of best-selling books.

Lynsey is the UK's leading homecare expert educating the nation with easy, simple home hacks and cleaning tips to help give family life a little sparkle.

Lynsey has become a daytime favourite across the UK, broadcasting on ITV's This Morning as well as regular appearances on Channel 5's Gadget Show. You can also find Lynsey popping up with various columns across the media including Home Style Magazine and the Daily Express.

Swan has collaborated with Lynsey to launch an exciting new range of floor care and cleaning products designed with her loyal audience in mind.



Cult following

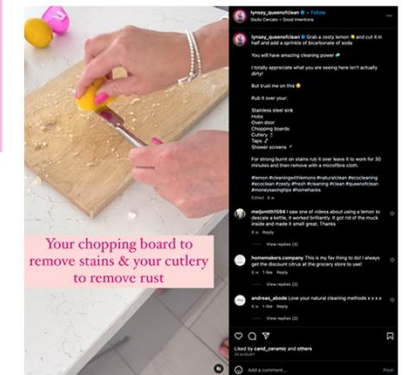
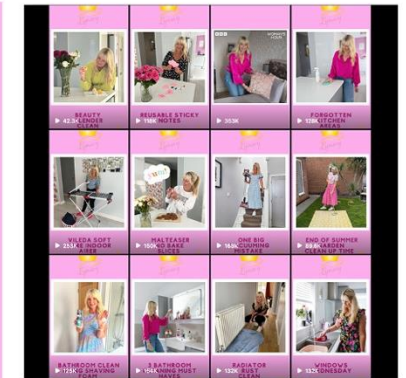
Lynsey is most celebrated on social media where she has a combined following of over 750k engaged followers on Facebook and Instagram with an overall reach in the millions.

Lynsey's social videos always receive 100k+ views as she commands a very loyal fanbase of cleaning enthusiasts!

Since the pandemic, Lynsey really has tapped into the nations desire to have clean homes. Followers love her content and will regularly drive surges in sales of her product recommendations!

100k+ social video reach

750k+ Social Following



A cleaning sensation turned celebrity

From TV screens to radio waves, Lynsey is a household name in the world of clean

Columnist

Lynsey Crombie • 1st
As a best-selling author, broadcaster, and columnist, I'm passionate ...
3mo • 0

I'm having the craziest week! 🌟

Today, I was back in the studio sharing my fridge cleaning and ...more



TV shows

Lynsey Crombie • 1st
As a best-selling author, broadcaster, and columnist, I'm passionate about sha...
1w • 0

I was just on GMB debating household rubbish collections. Some councils are considering reducing collections to just once a month! 🌟 ...more



Lynsey Crombie • 1st
As a best-selling author, broadcaster, and columnist, I'm passionate ...
4mo • 0

Super excited to announce that I'm now a regular columnist for The Daily Mirror! 🌟 ...more



Lynsey Crombie has some tips to help you clean in a more friendly way

NEWS	POLITICS	FOOT
CELEBS	TV	SHO

EXCLUSIVE: 'I'm the queen of clean – these are my top simple eco-friendly tips for autumn'

Lynsey, the queen of clean, shared some cleaning tips which are also eco-friendly, so your home can gleam from top to bottom during the upcoming autumnal months

Lynsey Crombie • 1st
As a best-selling author, broadcaster, and columnist, I'm passionate ...
3mo • 0

This week, I'm out and about with Unilever, doing a series of in-store visits to chat with customers, showcase the new Winter Breeze range, and even host a few exciting giveaways! 🌟 ...more

Events

Lynsey Crombie • 1st
As a best-selling author, broadcaster, and columnist, I'm passionate ...
3mo • 0

Had the best day officially launching my range with Swan, alongside so many fabulous influencers! 🌟 I'm beyond thrilled that the range is flying off the shelves and everyone is loving the products! 🌟 ...more



Lynsey Crombie • 1st
As a best-selling author, broadcaster, and columnist, I'm passionate ...
3mo • Edited • 0

Honoured to Speak at the Clean & Tidy Show! 🌟



Public Speaking

Podcasts

Lynsey Crombie • 1st
As a best-selling author, broadcaster, and columnist, I'm passionate about sha...
2w • 0

Recently, I had the pleasure of sharing my journey on the fabulous Enterprise Nation Podcast.

Enterprise Nation
18,116 followers
2w • 0

It's time for episode 3 of the Small Business Sessions podcast 🌟



Lynsey Crombie, Queen Of Clean: How to build a big community online

Lynsey Crombie • 1st
As a best-selling author, broadcaster, and columnist, I'm passionate ...
3mo • 0

Recently, I had the pleasure of joining the Sliced Bread podcast hosted by the amazing Gregg Foot! 🌟 ...more



Cleaning Sprays

Greg Foot investigates the array of cleaning sprays on the market. Are they much better than just using soap and water? And what about supermarket own-brand products?

Show more
Available now
10 minutes


Radio

Lynsey and Swan

Swan is one of the leading UK cleaning appliance brands, renowned for premium quality products for the home.

Lynsey and Swan teaming up is a no brainer. With Lynsey's army of loyal followers and Swan's expert product knowledge, together they have put cleaning back on the map.

Last year Swan launched Lynsey's very own range of cleaning appliances. With sales of over 100k units and counting, consumers have embraced Lynsey's message and range of products to keep their homes spick-and-span.



Swan has joined
with homecare expert
Lynsey
Creating a fantastic
suite of game-changing
home appliances

Ethos and Range Expansion

After the renowned success of Lynsey's first collection, her followers are hungry for the latest floor care and cleaning innovations.

The range expansion is set to bring new floor care, utility and laundry products to market.

All products have been stringently tested by Lynsey herself to ensure they perform to the highest quality and are styled in her iconic shade of pink that is loved by her followers.

★★★★★ **Good Buy - Good Value - plus it's pink!**

Claire Verified Reviewer

"Purchased just before xmas and arrived next day. Have been very impressed with how easy it is to use and how much it picks up. So far so good. Would recommend. Prefer it to the dysons and sharks I've previously used."

★★★★★ **Love it!**

Jacqueline D. Verified Reviewer

"Great wee thing especially with a toddler chocolate everywhere well not anymore with this pink beaut! Definitely recommend."

★★★★★ **Amazing Performance**

Tamanna z. Verified Reviewer

"First I would like to say how stunning this vacuum looks. The time duration of 30mins is more than enough to go over the whole house to freshen up. The amount of hair, dust, debris this vacuum collected was shocking. I only vacuumed using my shark vacuum the day before. Brilliant power/suction well worth the money. "



Driving Success Through Marketing

The collection is supported with heavy weight
marketing to drive consumer awareness and demand

Extensive Launch Marketing Campaign

Lynsey boasts an impressive following of over 750,000 across Instagram & Facebook with exceptionally high engagement rates

She is deeply passionate about the range and driving its success. She she will actively be posting across her channels offering a truly unique way to engage with consumers.

Her audience is highly receptive, and when combined with Lynsey's authentic connection with her followers, it ensures that any product she features gains significant attention and interest.

Her massive presence also carries through to mainstream media and PR channels where she will be pushing product awareness across blogs and other social platforms that she has alliances with.



Product Range



2024 New Range Expansion



Cordless Vacs



Handheld Vacs



Spot Cleaners



Carpet Washer



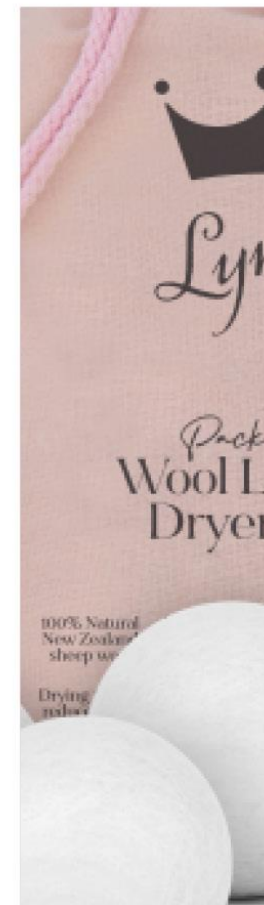
Utility Cleaners



Spin Mops



Spray Mops



Laundry





Floorcare & Cleaning Range



Product Range



SC17350QOCN
Handheld
Steam Cleaner



SC18410QOCN
Handheld
Carpet Cleaner



SC17321QOC
2.1 Litre
Carpet Washer



SC18411QOC
Spot Cleaner

NEW



SC15817QOC
SL156 Cylinder Vac
PETS



SC30131QOC
16-in-1 Steam Mop



SC15829QOC
14.8V BLDC
Cordless Handheld
Pets Vacuum



SC15827QOC
22.2V Cordless
Anti Tangle Vacuum
Cleaner

NEW



SC15825QOC
29.6V Cordless
Stick Vac

NEW



SC30132QOC
SY811 Floor Cleaner

NEW



SC59010QOC
5331 Window Vac



Utility Range



Product Range



SWFC1001QOCN
Dispensing Toilet
Brush



SWFC1002QOCN
Turbo Spinning Mop



SWFC1000QOCN
Spray Mop



SWLC9000QOCN
Lynsey Wool Dryer
Balls x 6 in
drawstring bag



SWLC9005QOCN
Monster Laundry
Bag

NEW



SWLC9004QOCN
Ironing Cover

NEW



SWLC9003QOCN
Ironing Board

NEW



SWFC2005QOCN
Duster

NEW



SWLC9002QOCN
Oval Collapsible
washing basket -
pink and grey

NEW



SWFC1003QOCN
5-in-1 cordless spin
scrubber - pink and
grey





Carmen's Care Range

Product Range

NEW



SI22031QOC
El702 2 in 1
Garment Steamer

NEW



SWFC0000QOCN
2236 Digital
Garment Steamer



