



The Vitality Programme

Live healthy and feel great with your Personal Healthcare plan

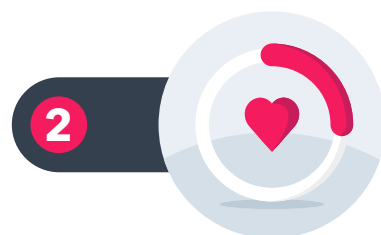
When you join Vitality you don't just get award-winning health insurance. The Vitality Programme helps you understand your health and we make it easier and cheaper for you to get and stay healthier with discounts and rewards from our partners, including Apple Watch, Waitrose & Partners and Expedia.

The Vitality Programme in three simple steps:



Understand your health

When you join, you should register on our Member Zone and complete your online Health Review. You'll also be able to find out your Vitality Age – our scientific calculation that assesses the impact of your lifestyle on your health.



Get healthier

We give you discounts to help you get healthier, on things like monthly gym membership fees, activity tracking devices and stop smoking sessions.



Be rewarded

When you do healthy things, we give you points. Your healthy behaviours will be rewarded with Active Rewards to keep you motivated, like a Caffè Nero drink on us, or ODEON or Vue cinema tickets. In addition, the points you earn will count towards your Vitality status. The higher your Vitality status, the better your rewards can be.



Our Vitality Programme brings you multiple benefits:



1.5 years

average increase in life expectancy for Vitality members who improve their lifestyle.¹



25%

Vitality members save more than 25% of their annual insurance premium through Vitality rewards and discounts, on average.²

¹Vitality Health Claims Insights report, 2023. ²Vitality plus members who engage with the Programme, 2023.

The Vitality Programme rewards you from the word go



Understand your health

Vitality Healthcheck **No additional cost**

You can have an annual health check through our partner, Bluecrest. A 30-minute Vitality Healthcheck measures your blood pressure, Body Mass Index, glucose and cholesterol levels.³

Health Assessments **50% or 100% off**

Get 50% off the standard retail price of a Bluecrest health assessment, or 100% off the Bluecrest Advanced assessment, at one of 2000 locations in the UK, every 12 months.⁴

Mindfulness, wellbeing and relaxation

Headspace **12-month subscription**

Earn Vitality points for mindful activities. Vitality members can get a 12 month Headspace subscription on us.⁵

Chamneys Stays and Days **75% off**

One, two and three night Spa Stays and Spa Days.⁶

Get active

Apple Watch **From £1 upfront**

You can get Apple Watch SE from £1 upfront or Apple Watch Series 9 from £39 upfront and you could pay nothing more if you stay active with Vitality.⁷

Monthly gym membership **50% off**

A joining fee will apply, 5 Vitality activity points can be earned per workout.⁸

Runners Need **50% off**

50% off one pair of sports shoes, per member, per plan year as well as 15% off full priced items, excluding electronics.⁹

Fiit **12-month membership**

You can get a 12-month Fiit membership on us when you sign up through Member Zone.

parkrun **Earn points**

Earn a maximum of 8 points each time you run and 5 points each time you volunteer.

Devices **Up to 40% off**

Polar, Garmin, Fitbit, Samsung and Withings devices.¹⁰

Specialized **Up to 25% off**

25% off selected bikes or 15% off Turbo e-Bikes from Specialized when you reach Silver Vitality status and 25% off selected accessories when bought at the same time.¹¹

Vitality collection by Nike **Exclusive**

Great prices on the exclusive Vitality collection by Nike.¹²

Peloton **Earn Cashback**

Get cashback on a Peloton Bike, Bike+ or Tread.¹³



Our partners



Eat well

Waitrose & Partners **Up to 25% cashback**

You can earn up to 25% cashback on selected Waitrose Good Health products when you stay active with Vitality.¹⁴

Mindful Chef **£10 off**

When you get active you can get £10 off anything from Mindful Chef every week.¹⁵

WeightWatchers **6-month membership**

Get WeightWatchers Premium membership for just £30 for six months.

Caffè Nero **Weekly rewards**

When you get active you can earn weekly drinks and food rewards.¹⁶

Family

Garmin Kids **40% off**

You can get 40% off a Garmin Kids' activity tracker.¹⁷



Entertainment and savings

American Express **Up to 2% cashback**

Credit Card that rewards you for being active with a healthy cashback booster. Representative 31.0% APR variable.¹⁸

Cinema **Monthly rewards**

You can earn a monthly cinema ticket with ODEON or Vue when you get active.¹⁹

Rakuten TV **Weekly reward**

Earn a weekly movie with Rakuten TV when you get active.²⁰

Stop smoking

Allen Carr's Easyway to Stop Smoking **No extra cost**

To help you quit smoking, you can save up to £349 on the standard retail price of one programme.²¹

Travel

Mr & Mrs Smith **Up to 25% off**

You can get up to 25% off exclusive luxury hotel stays with Mr & Mrs Smith hotels.²²

Expedia **Up to 20% off**

You can book your next break with Expedia, and you could get up to 20% discount on four hotel bookings every plan year.²³

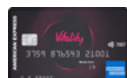
Care

SuperCarers **No extra cost**

You and your immediate family can have access to CareSolved, the free care advice and support service provided by SuperCarers.



Our partners



Important information

- One adult member on your plan can have a Vitality Healthcheck at no additional cost every plan year. All other adult members on a plan are eligible for a Vitality Healthcheck available at £15.
- Each adult member is allowed one discounted assessment each plan year. Members aged 40 and over, with a Vitality Age Gap of five or more years are eligible for an Advanced health assessment at no cost to them. All other adult members on a plan can choose any of three Bluecrest health assessments at a discount of 50%.
- Vitality points earned for mindful activities will contribute towards your Vitality status, but they won't count towards your weekly target for Active Rewards. Sleepcasts and soundscapes are excluded from earning Vitality points.
- Maximum of three bookings per plan year. This offer does not apply to Eastwell Manor. 75% off at Mottram Hall applies to one night stays only. Subject to room availability.
- Applies to selected Apple Watch Series 9 and Apple Watch SE models only. Get Apple Watch Series 9 from £39 upfront or Apple Watch SE from £1 upfront. Apple Watch Series 9: RRP from £399. Apple Watch SE: RRP from £219. Initial upfront payment will vary depending on the model. A credit check and eligibility criteria apply. Only one member on each plan can have an active Apple Watch benefit at any point in time. 18 years or over only. Credit subject to status. 0% APR. Variable Direct Debit for 36 months. Monthly payments depend on the number of Vitality points you earn by tracking your activity in the previous month and could be between £0 and £10 for Apple Watch Series 9 and between £0 and £6 for Apple Watch SE. Apple Watch Series 9 and Apple Watch SE require iPhone Xs or later with iOS 17 or later. Excludes Channel Islands. Vitality Corporate Services Limited acts as a credit broker. Exclusive lender is etika Finance UK Ltd.
- A joining fee of up to £75 will apply. Each adult member on a plan can have one discounted gym membership at either Nuffield Health, PureGym or Virgin Active. Excludes Virgin Active Chiswick Riverside gym. Available on certain gym membership packages only.
- Discount applies to running shoes that are full price or in the sale and excludes delivery charges. The 15% discount on any full priced items excludes electronics. There's no limit to how often this can be used but it can't be used with any other offer or sale items. The discount can only be used on Runners Need items and not at Snow and Rock or related stores.
- Up to 40% off one selected Polar or Garmin activity tracker per member aged 16 and over each plan year. This is in addition to up to 40% off one Withings device and up to 36% off a Fitbit device per adult member each plan year and 15% off one Samsung smartwatch every 12 months. P&P charges may apply.
- You need to be Silver Vitality status or above and can use your discount on one new bike or Turbo e-Bike every 12 months even if you have more than one Vitality plan. Applies to full priced items and online only. Excludes S-Works, Tarmac, Roubaix, Shiv, Status, Stumpjumper EVO, Turbo Levo (Carbon) or Turbo Tero bikes. Delivery is currently to mainland Great Britain, Northern Ireland and the Isle of Wight only. Pick up in store is not available. 25% off accessories applies when bought with the new bike, otherwise a 15% discount will apply. The e-Bike range extender battery and any CO2-based product are not included.
- A delivery charge may apply, which we will refund if the item is faulty.
- An All-Access Peloton Membership, which is £39 per month is required. Members can earn up to £630 cashback on the Bike or Bike+ or up to £1,026 cashback on the Tread over 36 months, based on the number of Peloton Active Days completed each month. A Peloton Active Day is achieved once you have completed a workout. Members must purchase Peloton hardware via Member Zone. One Peloton benefit available per family per lifetime of the plan. Vitality members are only eligible for either the Peloton cashback benefit or the gym benefit, but not both.
- Cashback is available on Waitrose Good Health products online and in-store, excluding drinks, and is based on the Vitality activity points earned in the previous month. Online purchases have a minimum spend of £40 and a delivery charge will apply. A monthly spend cap applies of £100 for individual plans, or £200 for plans with two or more adult members. To use the benefit, you will need to register for a myWaitrose card and link it to your Vitality membership.
- A £45 minimum spend is needed for the discount to apply. A delivery charge will apply. Mindful Chef deliver to mainland Great Britain and Jersey and Guernsey. There are currently no deliveries to other UK islands or Northern Ireland. The discount is only available for one member on each plan.
- Earn 12 activity points a week and get rewarded with a handcrafted Caffè Nero drink or a delicious innocent smoothie each week on Vitality. You can also get 50% off the Vitality Healthy Food menu, and 25% off all other food.
- There must be at least one child aged four or over covered on the plan to be eligible for a Garmin kids' device. One device available for each insured child aged 4-17. P&P charges may apply.
- Subject to eligibility criteria and approval. Visit vitality.co.uk/rewards/partners/ for terms and conditions. Representative 31.0% APR variable based on no annual Card fee, assumed credit limit of £1,200, and purchase rate of 31.0% variable. Representative APR is correct as at 11 October 2023. Interest rates link to the Bank of England base rate. See amex.co.uk for details. Vitality Corporate Services Limited acts as a credit broker. Exclusive lender is American Express Services Europe Limited. American Express Services Europe Limited has its registered office at Belgrave House, 76 Buckingham Palace Road, London, SW1W 9AX, United Kingdom. It is registered in England and Wales with Company Number 1833139 and is authorised and regulated by the Financial Conduct Authority.
- ODEON: Codes are valid at all ODEON cinemas in the UK (including ODEON Luxe cinemas), except ODEON Luxe & Dine cinemas. At ODEON Luxe Leicester Square, codes can be used for any seat in screens 2-5, or for Circle Classic seats in screen 1 with an upgrade fee. Codes are not valid on ODEON Event Cinema, premieres, special events, screenings or non-public events. An upgrade fee is payable for Dolby Cinema, 3D, IMAX, iSense, Gallery and premium priced seats. 3D glasses will also incur an additional cost. Vue: Codes are not valid for Premieres, Event Cinema, Vue Scene, alternative content and special screenings. Codes are valid for Mini Morning screenings. An upgrade fee is payable for all screenings at Vue Leicester Square, 3D, Xtreme, IMAX and VIP and Recliner seats. Upgrades can be booked online or at the cinema. 3D glasses will also incur an additional cost.
- Only you can use your Rakuten TV movie rental voucher. Excludes selected Early Home Release movies.
- Each adult member can attend one Allen Carr programme. This benefit can only be used once for each adult, whether under this plan or any other plan with Vitality.
- Up to a maximum discount of £125 depending on Vitality status. Maximum of two discounted bookings each plan year.
- Available on prepaid bookings on the net price only and excludes taxes and other charges. The discount applies to the first £750 of each booking. Hotels must be booked via the Vitality Member Zone.



Find out more.

Read more info here
vitality.co.uk/rewards/partners

Full eligibility, terms and conditions can be found on vitality.co.uk. Details are correct as at January 2024.

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