

## The Vitality Programme is going to the next-level

The next generation of the Vitality Programme - Pick and Play has landed! This latest innovation is truly a game changer - not only will it offer a more engaging and rewarding experience for your clients but, more importantly, it will help them to make positive habit changes every week, to live healthier, happier and longer lives.

When clients engage in the Vitality Programme and earn 12 activity points a week, they'll now be able to:

### **Pick weekly rewards**

Clients with a Vitality Select or Plus plan can choose rewards that suit them best every week – and receive them instantly

### **Play for extra rewards**

Additionally, clients with Vitality Plus\* can also unlock up to three additional rewards from exciting range of new brands, alongside some familiar favourites. By playing and finding Stanleys each week, they're guaranteed at least one reward every month

To keep your clients motivated, we've enhanced some familiar rewards like **ODEON** or **Vue**, **itsu** and **Rakuten TV**, which form part of your clients' monthly rewards. Plus, exciting new brands have joined Vitality as part of our Vitality Plus2 offering, including:

- **Carluccio's** - a meal from a range of Italian classics
- **Merlin Attractions** – 30% off up to four Online Advance tickets for a UK attraction
- **Amazon.co.uk Gift Cards** – an Amazon gift card. Eligibility criteria applies

For more information, head to [adviser.vitality.co.uk](https://adviser.vitality.co.uk)

*\*Available on the following plans: Any personal and business health insurance plan. Any corporate health insurance plan or healthcare trust with Vitality Plus. A life insurance plan with Vitality Plus. There will be a monthly fee, currently at £5.50 per month, per adult. A minimum monthly premium of £45 for single plans, or £60 for joint plans will apply.*