**Three trends to start your year/season/month right**

It’s time to try something new – with all the Vitality tools to help get you there.

If you’re looking for some fit-spiration, here are some great options for you. We’ve put together the top 3 global trends to try if you’re stuck in any exercise rut. From exploring the outdoors to new technology, pick a trend to start as the seasons shift.

**TREND 1: GET TRACKING**

Do you know the top trend in the world of wellness? For three years running, the American College of Sports Medicine (ACSM) has given wearable technology one of the top spots on the global trends list – using digital tools, devices and apps to monitor your overall health. Wearable tech through fitness devices and smartwatches is a great way to keep you motivated and goal-focused by tracking your steps, heart rate and blood pressure, managing calorie intake, performance metrics and even offering insights into your sleeping patterns. Whether you’re starting out or already a seasoned athlete, you can find a device to best fit your needs – and budget – to boost your fitness goals.

To help you find your perfect device, Vitality has partnered with leading fitness tech companies including Apple, Samsung, Fitbit, Garmin, Polar and Huawei so that your workouts seamlessly integrate into your Vitality profile every time you get active – earning you points and helping you achieve your weekly Vitality Active Rewards. The best part? As a Vitality member you qualify for discounted prices on Vitality-linked fitness devices including a fully funded Apple Watch through our Vitality Apple Watch benefit, just for achieving your weekly exercise goals.

**TREND 2: BRING A BUDDY**

Another way to keep you fit-spired and on track is to partner up and find a workout friend to join you, especially if you need some encouragement on cooler days or early mornings. A key fitness trend is to make exercise more social, and who better than a friend or loved one to join you in your health goals? Pick someone who is around the same fitness level as you so that you can encourage – and challenge – one another. A bit of competition also helps to add excitement and variety into your exercise routine.

Not only will a fitness partner help you keep consistent (it’s easier to give into the temptation of skipping a workout if you’re only accountable to yourself), you’ll find you’re more adventurous and more likely to try new things if you have the support of someone you know by your side. Find a fellow Vitality member and start earning Vitality points, together!

**TREND 3: ENJOY OUTSIDE**

A key part of what makes us human is that we tend to get bored easily, and once this happens in an exercise setting, it can become difficult to feel inspired and motivated to get active as often as we need to. Known as *hedonic adaptation*, this is a behavioural concept where we may, over time, lose interest in activities that used to excite us. Because of this, it’s important to switch things up with the ‘new’. Instead of your usual gym visit or treadmill time, enjoy the outdoors with a parkrun or race event, or look out for a city street or trail run. Exercise festivals which include physical activity stations combined with carnival-style entertainment are also great ways for the whole family to combine fresh air, fun and fitness.

Getting active outside through hiking or trail cycling in nature continue to be popular ways to exercise – with race organisers and community fitness groups adding new takes such as themed dress-up events and unconventional locations.

While fitness trends may change with the seasons, the benefits of getting more active, more often remain the same. Pick a trend – with a friend – and enjoy new ways to prioritise your health.