**Get active, get rewarded**

*Markets to localise*

Vitality is here to support you with your health and wellbeing goals – no matter how healthy or fit you are right now. And that means doing regular exercise, which is linked to many, (many!) health benefits. This is why we offer you great rewards for being physically active. And, even a small amount of activity will help with weight control, boosted mood, better sleep and a reduced risk of illness and disease.

**Personalised pathways**

Because everyone is at a different place on their exercise journey, we offer points for daily activity as well as weekly, personalised activity goals. As you get fitter, or fall back, your weekly goal adjusts to your current level while also nudging you to push a little harder so that you can become a healthier version of yourself.

All you have to do is track your workouts or steps with a Vitality-linked fitness device. When you track your activity, like steps or a heart rate workout, you then earn daily points and weekly rewards.

**Did you know that you can earn an Apple Watch?** This is called the Vitality Apple Watch benefit and it’s one of the most loved perks on our programme. Here, you can earn cash back when you meet a monthly activity points target.The more goals you achieve, the less you end up paying for your new Apple Watch.

Don’t miss out on all the health benefits of physical activity **–** and the chance to earn great rewards.