**We support a healthier you**

*Markets to localise*

Vitality is the world’s biggest behaviour change platform, which guides and incentivises members towards better health. We do this by combining behavioural economics with clinical science to reward members for improving their health.

And with over 41 million lives impacted around the world, we’re proud to say it’s working!

**It’s all about the fun stuff – the rewards**

We are more likely to do something when we’re rewarded for it. This makes Vitality incentives so powerful. As you complete healthy activities, you earn points and can choose from a range of great rewards and benefits.

One of our most popular global benefits? The Vitality Apple Watch benefit. Here, you are able to fully fund a new Apple Watch just by getting active and reaching personalised weekly goals.

If getting rewarded sounds good to you, then you’re in the right place. All you need to do is start earning those Vitality points.

Get active, get healthy and get rewarded.