Vitality GENISTAR
Financial Freedom For All
APRIL 2025 | ISSUE 5

UNLOCK THE BENEFIT OF HEALTHY LIVING WITH VITALITY OPTIMISER

Embracing a healthier lifestyle has never been easier with **Vitality Optimiser**! Designed to support your wellness journey, this revolutionary product enhances energy levels, strengthens immunity, supports a balanced and active lifestyle and promotes overall well-being.
Making healthy living a priority can help with maintaining a balanced lifestyle with ease, increase productivity, stay active or simply feel your best every day.
Understanding the importance of offering solutions that add real value to your clients' lives can help them make smart choices and you can help them embrace a healthier lifestyle while enjoying enhanced well-being and long-term vitality.
By promoting **Vitality Optimiser**, you're not just providing a product – you're offering a pathway to improved health and longevity for your clients. Help them make the smart choice today and experience the next level of wellness with our latest innovations on the Vitality program.
Vitality is all about getting your clients healthier than when they joined us by encouraging engagement in the Vitality programme, completing regular health checks and getting rewarded.

With the all-new PICK & PLAY, we are taking rewards to the next level with more powerful ingredients crafted for optimal results on member engagement while encouraging healthier habits.

Features!

- **A Digital Experience** – A seamless, interactive platform that keeps members engaged.
- **More Partners** – Four new reward partners added!
- **Weekly Log-Ins** – Members now log in weekly, increasing retention and cross-sell opportunities.
- **Greater Choice** – Members can pick rewards that best suit their lifestyle.
- **Play for More Rewards** – Vitality Plus members can collect 'Stanleys' each week to unlock extra monthly rewards.

How It Works:

Earn a minimum of 12 activity points per week! Pick weekly rewards! Play for more rewards! Redeem easily!

Why This Matters:

- More engaged clients = better health outcomes.
- Stronger client loyalty = fewer lapses and increased referrals.
- New and improved rewards create a more compelling reason for members to stay active.

Help your clients unlock the benefits of healthy living through Optimiser!!!

DID YOU KNOW?

- Pick & Play will launch on 7th of April 2025, featuring additional partners and rewards, allowing you and your clients to experience the next level of wellness through our latest innovations?
- Accident & Fracture cover can be added to any Life Core cover for just £7.50.
- During the convention, Vitality Nurses conducted health assessments for up to 67 individuals.



UPDATES

- **Convention 2025:** It was a delightful experience reconnecting with everyone in person at the recently concluded convention. We also extend our heartfelt congratulations to the newly appointed Executive Vice Presidents and the award recipients for their well-deserved recognition and unwavering dedication.
- **Forward Thinking Webinar:** Spotlight on Cancer: PMI before, during and after claim on 30 April 2025 at 10am. Reserve your spot and register today using this link: https://vitality.bigmarker.com/conferences/daf4a47caa9a/registration_modal
- **Optimizer Elevation Pitch video:** This video is designed to enhance your conversation around the vitality program with your client. Link: https://youtu.be/3dYO9VYjqhM
- **Making The Most of Vitality**: Join our monthly series of webinars to unlock the full potential of your plan on Thursday 3rd April, 11am – 11:30am. Link: Webinar: Making the Most of Vitality by Vitality UK

  How to live longer Tuesday 8th April 2025 3pm-3:45pm. Link: Webinar: How to live longer in good health by Vitality UK

  Getting active with Vitality. Thursday 17th April, 11am – 11:30am. Link: Webinar: Getting Active with Vitality by Vitality UK

WHAT'S NEXT

1-1 LEARNING SESSIONS

We will be rolling out additional 1:1 learning sessions, tools, and ongoing support to ensure a seamless experience for both you and your clients. Our personalized learning sessions are opportunities to deepen your understanding of Vitality and designed to help you provide the best possible support to families, covering key topics such as:

✅ **Accident & Fracture Cover** – Understanding the need for protection
✅ **Vitality Program** – Enhancing your clients' lives through engagement
✅ **Whole of Life & Lifestyle Care Cover** – Ensuring long-term security
✅ **Income Protection & Serious Illness Cover** – A comprehensive overview
...and much more!

These sessions are conducted **one-on-one** to ensure personalized guidance.

📅 **To book a session for everything Vitality, please contact Annette and Ivy.**