

Press Release  
18 May 2015



## **VitalityLife launches new special offer discount for new Optimiser policies until 30 June**

VitalityLife, the life insurer that rewards healthy living, today launches a 5% discount for new Optimiser policies.

The discount applies to new Life Cover policyholders and will be available from Monday 18 May to the end of June.

**Commenting on the campaign, Roy McLoughlin of Master Adviser, said:** "Anything that encourages the public to think about their protection needs is to be welcomed. Price shouldn't be the sole consideration when buying protection, however, we need to do all we can to draw attention to cover that too many people do not have."

Vitality Optimiser, is designed to encourage healthy living by policyholders with a range of incentives and offers, including discounts on gym membership, health screens and annual cashback.

**VitalityLife Managing Director for Sales & Distribution, Justin Taurog said:** "Our products encourage and reward clients for being healthy and Vitality Optimiser offers clients the very best of VitalityLife by giving them access to all our health and reward partners. The discount applies for the life of the policy and combined with a range of existing discounts new customers could save up to 30% as well as having the opportunity to receive annual cashback, which provides advisers with a reason to go back to their existing or new customers in order to help grow their business and ensure more families are better protected."

The special offer discount will be supported by a national consumer advertising campaign to help further raise consumer awareness of protection insurance.

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### **Notes to editors**

#### **Vitality – changing health and life insurance for good**

Vitality, the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives. Vitality has partnered

with a number of Vitality Ambassadors, Jessica Ennis-Hill, Sebastian Coe and Jonny Wilkinson, who are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

**VitalityHealth** is one of the UK's leading private medical insurers and has pioneered the 'shared-value' insurance model. This is a unique approach to insurance that uses incentives to motivate better lifestyle choices amongst members, which translates into lower mortality and morbidity risk over time. The effect is positive for all stakeholders – members benefit through the financial and intrinsic value of rewards, as well as better health; employers benefit from healthier, more productive, and more engaged employees; and Vitality benefits from a healthier membership base. For more information [www.vitality.co.uk](http://www.vitality.co.uk)

**VitalityLife** is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover, additional benefits and Business Protection. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price [www.vitalitylife.co.uk](http://www.vitalitylife.co.uk)