

BEGINNING the journey to a healthier lifestyle is often fraught with challenges.

Lack of proper know-hows, guidance and time are considered the most common reasons for people to place health and nutrition on the back burner.

Additionally, we are inundated with the narrative that we are able to do it all on our own and reap short-term benefits – and demotivation sets in when the desired outcome isn't achieved.

But, this need not be the case with the presence of a health partner such as AIA Vitality that would not only motivate and encourage you, but also steer you towards making healthier choices every day.

For the uninitiated, AIA Vitality is AIA's proprietary and comprehensive health and wellness programme that was launched in 2016.

Industry changing and science-backed, the programme was the first of its kind to integrate additional benefits into their insurance plan that empowered customers to take charge of their health and well-being, while enjoying the rewards.

Since its launch seven years ago, AIA Vitality has achieved many milestones and accumulated more than 250,000 members, who have earned a total of RM20mil worth of rewards in their quest to become healthier.

Once, AIA Vitality was only available to AIA customers, but AIA Malaysia is now making this programme available to everyone through the launch of the free AIA Vitality Starter.

The "starter kit" offers an introductory level entry to AIA

EMBRACING A LIFE LIVED WITH VITALITY

A healthier, longer and better life at your fingertips



AIA Vitality Starter, an introductory level entry to AIA Vitality, equips individuals with guidance, tools, and incentives to embark on a journey towards well-being.

Vitality, which equips individuals with the guidance, tools and incentives to embark on their health and wellness journey.

This is to support individuals in enhancing their health awareness and motivating them to adopt healthier lifestyle choices by giving them the opportunity to experience the benefits of AIA Vitality first hand through a three-month free access.

Not only will participants be educated on the state of their health through online assessments and free basic health checks, they would also be provided with incentives and the motivation to make positive changes in their lives.

AIA Vitality Starter features:
> **Know your health:** Free online health assessments and basic health checks are offered,

to provide members with a clear understanding of their current health status. These assessments also reveal their Vitality Age, helping them comprehend their health in relation to their actual age.

> **Improve your health:** Members can stay engaged by participating in the AIA Vitality Weekly Challenge. This challenge is designed to promote an active

lifestyle and contribute to improved health through consistency

> **Get rewarded:** As members adopt a healthier lifestyle through AIA Vitality Starter, they are not only benefiting their well-being but also reaping rewards. Through this programme, members can earn up to RM60 worth of rewards from AIA Vitality partners such as Touch 'N Go, Grab Gifts, Shopee and ZUS Coffee. Members are also eligible for exciting offers and discounts from renowned brands like Garmin, Samsung, Huawei, Klook, and more.

AIA Vitality Starter is exclusively available to Malaysians who are not existing AIA Vitality members.

New members have the option to become a permanent AIA Vitality member and upgrade to the full programme at the end of the three-month period to unlock the programme's features and benefits if they are AIA customers.

So what are you waiting for? Take that first step towards a life with vitality, and pave your way to a healthier and more rewarding lifestyle.



Scan QR code for more details on AIA Vitality.