

**Press release**

**Monday 21 November 2016**

### **Vitality launches dedicated one-stop-shop adviser website**

Advisers can now gain instant, on-the-move access to all Vitality product literature and resources. The new Vitality Adviser website is integrated across both VitalityHealth and Life to give advisers all the tools and information they need via one source.

It features a brand-new design, it is mobile and tablet friendly and it includes a number of useful features, including:

- Detailed product information across VitalityHealth and Life including Vitality partners and rewards
- Access to the entire suite of adviser-focused literature across all Vitality products
- Instant access to the full range of VitalityHealth and Life tools, such as calculators for BMI, business protection mortality risk, Vitality Age Calculator, income protection, inheritance tax, a business protection decision tree, email marketing and premium comparison tools, a points and savings calculator and a hospital finder
- Quick and easy access to the existing VitalityHealth and Life Adviser Hubs designed to make it easier for advisers to do business with Vitality

**Kelly Thomas, Head of Marketing at VitalityLife, commented:** "We're all about changing health and life insurance for good and in order to achieve this it's essential that we partner with the best in the business advisers, provide up-to-date and comprehensive information and make it easier for advisers to do business with us. The new Vitality Adviser website aims to tick all of those boxes."

**Roy McLoughlin of Master Adviser, said:** "It's good to see further improvements from Vitality to help advisers. This new website is quicker and easier to use and integrates well across both VitalityLife and VitalityHealth."

The new adviser website is available at <https://adviser.vitality.co.uk/>

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**Notes to editors:**

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

Vitality is 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 believes in the power of sport to help inspire people to live a healthy life, which is why it partners with leading sports figures, teams and events to help share the Vitality message.

Vitality Ambassadors Jessica Ennis-Hill, Jonny Wilkinson, Joe Root and Maro Itoje 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.

Vitality is Official Wellness Partner of Arsenal FC, AFC Bournemouth, Liverpool FC, Manchester City FC, England Rugby, Scottish Rugby, Welsh Rugby, Cricket's UK Test Match Grounds and England Netball. The business has also partnered with the RSPCA for Big Walkies, is title sponsor of the Vitality Run Series and Official Partner of The Sunday Times Sportswomen of the Year Awards in association with Vitality.

**VitalityHealth** is one of the UK's leading private medical insurers and has pioneered the 'shared-value' insurance model. This is a unique approach which delivers value for Vitality members through rewards and ultimately better health. Society as a whole also benefits, as do the company's profits, which comes about as a result of people being healthier and claiming less often.

**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, Serious Illness Cover, Business Protection and other additional products. 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.

For more information visit [www.vitality.co.uk](http://www.vitality.co.uk)