

New year, new sports gear

SPORTSSHOES.COM



SportsShoes.com is your new sports gear partner

We've partnered with SportsShoes to help you hit your health and fitness goals this year and beyond.

With over 40 years' experience, they're one of the UK's top online retailers for running, hiking and gym gear. Perfect for runners, fitness enthusiasts, adventurers and anyone who's looking to move more this year.



15,000+

Products for just about any sport, from athletics to Zumba



Over 150 brands

Including Nike, adidas, HOKA, Rab and Patagonia



Expert

Online gait analysis, advice and guides available from their team

Browse SportsShoes.com

What you get **now**



50% off

A pair of full-priced
in-season*
running shoes

That's one pair for each
member on your plan each
plan year.

OR



15% off

A pair of already marked
down shoes

From the Outlet Store.

+ PLUS



15% off

Other full-priced,
in-season items

Like clothing, accessories,
and other footwear. Excludes
all electronics and items from
the Outlet Store.

Delivery charges, [terms and conditions apply](#).^{\$}

Get your discount



Why shop Outlet?

Running shoes from the Outlet Store are already marked down, which means you can find something you love at an even lower price with your **15% discount**.

[Shop Outlet](#)

How to use your discount

- 1** **Go to the Vitality UK app:** Find SportsShoes in the "Get Healthier" tab under "Take Action".
- 2** **Register or log in to SportsShoes:** You'll need your Vitality membership number: **1241939980** to link your SportsShoes ULTRA account and Vitality membership.
- 3** **Shop online:** Look out for the Vitality logo for applicable products on the online Vitality Member's store.
- 4** **Enjoy your discount[†]:** Click the pink 'Apply your Vitality discount' button at the checkout and it will be automatically applied.

[Get started](#)



Health insurance



Life insurance

* 'In-season' means any product listed on the SportsShoes website marked with a season code in the title. For example, 'AW, HO, FA' means the Autumn/Winter season and 'SP, SS, SU' means the Spring/Summer season.

§ You can get 50% off one pair of in-season running shoes OR 15% off a pair of running shoes from the Outlet Store each plan year. The 15% discount on any full priced, in-season clothing and accessories doesn't include electronics or items from the Outlet Store. You can only use one discount in each transaction. Discounts cannot be used in conjunction with any other offer. A delivery charge will apply. [View full terms and conditions](#). Details correct as of January 2025.

† Just so you know, you can only use one Vitality discount in the same transaction.

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VPE222355WF 01/25

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