



Vitality Launch Streak Rewards

From 1 December 2025, Vitality clients will unlock access to brand new Streak Rewards with qualifying Health or Life plans.¹ Streaks has been designed to encourage clients to get active and stay active for 4 consecutive weeks to unlock rewards each month. This will help them build healthy habits that help support a longer healthier life.

Vitality are also excited to announce that between 1 December 2025 – 4 January 2026, there will also be chances for your clients to win big with an exclusive prize draw this December. [Terms and conditions apply](#)

[Find out more](#)

¹ Clients will need a minimum premium of £45 per month for single life plans, and £60 per month for joint life plans. They'll be charged an additional fee for Vitality Plus, which is £5.50 a month, per adult member.