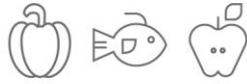


# How healthy



is your basket

## So how healthy is your basket?

To encourage you to buy more HealthyFood while decreasing your spend on less healthier foods, Vitality has introduced the “How healthy is your basket” initiative.

The “How healthy is your basket” benefit is available to all Vitality members who have activated the HealthyFood benefit. Only the main member or spouse (if applicable) may activate the benefit.

When you activate the HealthyFood benefit, you agree that your transactional data may be transferred between Vitality, Pick n Pay and Woolworths, to record your HealthyFood purchases.

### **Each item in your basket can fall into one of three categories:**

#### **HealthyFood:**

- Minimally processed or whole foods that are nutrient-dense, low in added sugar and/or sodium, and free from trans fats. When a variety of healthy foods are combined, they create a diet which promotes good health.

#### **Unhealthy foods:**

- Foods that are highly processed, high in added sugar, trans fats and/or salt (sodium). These are often energy-dense and nutrient-poor, and include sweets; chocolates; confectionary; drinks high in sugar (including fruit juice) and snacks high in salt. Unhealthy foods and drinks, if eaten in excess, can be harmful to your health.

#### **Neutral foods:**

- “Neutral foods” still have a place in a healthy diet depending on the portion consumed, one’s age, health status and exercise habits. You are not rewarded or penalised for choosing foods in this category, but are still encouraged to make a healthier choice.

### Earn points

- You earn points based on the products in your basket.
- You will earn 20 points for every HealthyFood item purchased if you have activated the HealthyFood benefit, up to a maximum of 1 000 points a month.
- We will deduct 20 points for every unhealthy item in your basket.
- The least amount of points that you can earn is zero. You can never have a negative point amount in a month.

### The products that qualify for cash back

All HealthyFood items are identified as “VIT” or “V” on your till slips.

Look out for the Vitality HealthyFood stamp on shelf labels in-store to identify HealthyFood items.



- Refer to the [Pick n Pay](#) and [Woolworths](#) HealthyFood catalogues on [www.discovery.co.za](http://www.discovery.co.za) for a full list of HealthyFood items.
- Note that the products listed in these catalogues **may change from time to time**.

### The Pick n Pay and Woolworths HealthyFood online catalogues

- Vitality bases its principles on the most current policies and guidelines from local and international bodies.
- We recognise that there is always new scientific evidence being reviewed and we make sure that healthy promotions policies align with the latest guidelines.
- We follow these recommendations when setting criteria for foods which are part of the Pick n Pay and Woolworths HealthyFood catalogue.
- The approved products represent the healthiest choices within each food group and, when taken in the required quantities, form part of a healthy balanced diet.
- The product selection process for the HealthyFood benefit is constantly under review and so we may revise our position, depending on scientific and industry developments.
- Products listed in the online catalogues are subject to seasonal and supplier availability and may only be available at certain Pick n Pay and Woolworths stores.

- The HealthyFood benefit is for personal household use only.

## Online shopping

Remember, you can also get your HealthyFood cash back when you shop at [www.pnponline.co.za](http://www.pnponline.co.za) or [www.woolworths.co.za](http://www.woolworths.co.za).

**The following example shows the number of points you can earn for a basket such as this one:**



Minimum Vitality points for a transaction will be zero.

## Stay in touch

Terms and conditions apply. If you have any questions or need more information about this benefit, please [Send a query](#) or call 0860 99 88 77. If, for any reason, there is a conflict between rules in this benefit guide and the Vitality Main Rules – the Vitality Main Rules will apply at all times.

9 July 2018