Health.

[A health status bar loads on screen beneath the word “Health”. A heart appears in the background behind the word “Health”.

Sounds serious, doesn’t it?

[The health status bar disappears, while exclamation points appear on screen. The heart behind the word “Health” becomes larger. The word “Health” and the exclamation points disappear and a podium appears underneath the heart.

Somehow we’ve convinced ourselves that being healthy is some unrealistic thing reserved for the ‘6am running-before-work’ overachievers.

[The screen changes to a sun with the words “6 AM” centered inside. Running shoes move across the screen to symbolize running.

But that’s just not true. Health is something we can all have.

[Four avatar people appear on screen, talking to each other. Each person has a different size heart above their head. The hearts all become the same size.

The trick is embracing it little by little.

[Three blocks appear in a vertical row; the middle box slightly taller than the first, and the last box slightly taller than the middle. A ball bounces across the blocks.]
And Manulife Vitality can help you start.
[The word “Start” appears on screen, followed by a wearable device appearing in front of the word “Start”.]

It’s a program built with your health in mind.
[Four puzzle pieces appear on screen, connected as a square. Each piece is a different shade of green. The side profile of an avatar person’s head appears on screen with a heart image in their mind. The puzzles pieces and head move off screen.]

And it helps you make little changes today
[A female avatar appears on screen, facing left towards the word “Today”. Hearts appear to float over her hand as she holds it out.]

that will have a real effect on your health tomorrow.
[With hearts still appearing above her hands, the female turns to the right toward the word “Tomorrow”.]

And not only will it help improve your lifestyle,
[Another female appears on screen, holding a smartphone. Icons appear in an orbit around her. A kettlebell to represent working out, a thumbs up to represent goals, an apple to represent healthy eating, a smiley face to represent happiness, a heart to represent health and running shoes to represent fitness.]
you’ll also earn rewards for the healthy choices you make along the way.

[A trophy appears on screen, along with coins to represent rewards. In the background, a line moves across the screen along a curved path, crossing through icons that represent choices being made.]

So, the healthier you become, the more money you can save.

[A dollar bill appears on screen with a flexed arm in the centre. A heart appears in front of the bill in the bottom left corner, and coins to the bottom right. The stack of coins grows taller.]

Live healthy.

[The word “healthy” flashes on screen with a lightning bolt behind it.]

Earn rewards.

[The word “rewards” flashes on screen with a lightning bolt behind it.]

Simple.

[A hand appears on screen showing the “okay” sign.]

Manulife Vitality.

[A gold medal appears on screen between two hands and laurel leaves.]

The first step towards a healthier you that’s actually achievable.

To learn more visit Manulife.ca/Vitality

[The Manulife Vitality logo appears on a green background. The website address “Manulife.ca/Vitality” appears beneath.]
Vitality is the provider of Manulife Vitality, offered in connection with the Manulife life insurance policy. Insurance products are issued by The Manufacturers Life Insurance Company. The Vitality Group Inc., in association with The Manufacturers Life Insurance Company, provides the Manulife Vitality program. The Manulife Vitality program is available with select policies. Vitality is a trademark of Vitality Group International, Inc., and is used by The Manufacturers Life Insurance Company and its affiliates under license. Eligibility for rewards may change over time and are not guaranteed over the full life of the insurance policy. Manulife, Manulife & Stylized M Design, and Stylized M Design are trademarks of The Manufacturers Life Insurance Company and are used by it, and by its affiliates under license.