





# NO TRICKS. ALL TREATS. AND A SPECIAL OFFER.

Cooler weather makes fall the perfect time to level up your fitness. Join now and get your enrollment fee waived through October 31st!1

Learn more at www.blue365deals.com/fyw and use code FYWOCTOBERPROMO when you sign up.

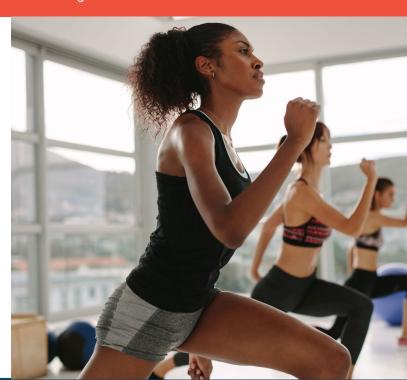


### **GET FIT FOR FALL!**

Sign up now with waived enrollment fees through October 31st.1

### Learn more at www.blue365deals.com/fyw and use code FYWOCTOBERPROMO when you sign up.

- Four gym packages available starting at \$19/month<sup>2</sup>, with no enrollment fee in October<sup>1</sup>
- Join as many gyms as you want, wherever you live, work and play with access to 12,000+ fitness locations3
- Digital-only package also available for just \$10 a month<sup>4</sup> (all digital content included with gym packages)
- On-Demand videos available 24/7 and live virtual classes like cardio, boot camps, barre and yoga
- Access 20,000+ health and well-being specialists<sup>5</sup>
- Up to 50% off services like acupuncture, chiropractic and nutrition
- Plus discounts on vitamins, exercise equipment and more



## **INCREASING YOUR WORKOUT INTENSITY** CAN BE SCARY EFFECTIVE.

Adding HIIT to your fitness mix is a great way to get a host of health benefits without spending hours in the gym.



#### 1. WORK SMARTER, NOT HARDER

Tacking 20 minutes onto your workouts is only one way to increase their effectiveness. If you're short on time, you can still up the intensity with HIIT, or high-intensity interval training. During a HIIT workout, you alternate between quick bursts of all-out effort and brief periods of dialing it back. With HIIT, you get more done in less time - burst training is the secret to getting the most out of your workouts.



### 2. SHORT WORKOUTS, BIG BENEFITS

HIIT can help you burn 25-30% more calories compared to other workouts, all in 15-30 minute sessions, two to three days per week. HIIT can also help you improve heart and lung health, build muscle strength, and make your body more sensitive to insulin - which means lower risk of developing type 2 diabetes. So many benefits, in so little time!



#### 3. MIX IT UP

Another advantage to HIIT? It's a flexible framework and can be modified in endless ways. One HIIT workout might combine cardio and strength exercises with weights, while another may focus solely on low-impact bodyweight exercises like planks and lunges.

No matter what you choose, the basic structure is brief-but-intense work intervals with short rests. Think: alternating 40 seconds of exercise with 20 second breaks. Playing around with different options is a great way to keep your workouts interesting and motivating - and definitely more effective when it comes to fitness benefits.





Always talk with your doctor before starting an exercise program.

1. Offer valid until October 31, 2023. Offer available to residents of the United States who are at least 18 years old and have benefits with a participating health plan. Member must provide the FYWOCTOBERPROMO promo code at sign-up to receive the \$19 off waived enrollment fee. If member selects the digital-only membership, they will not receive the promotional offer. Additional terms, conditions and limitations apply. See Program Agreement for details. 2. Without offer, Fitness Your Way enrollment fee is \$19, plus applicable sales tax. 3. Fitness locations are not owned or operated by Tivity Health, Inc. or its affiliates. Fitness Your Way membership entitles members to use the fitness location facilities and amenities available to the holder of a basic membership at the fitness locations. Facilities and amenities vary by location. 4. For pricing information visit https://www.blue365deals.com/fyw. Limitations apply. See Program Agreement for details. 5. Tivity Health, Inc. and its affiliates do not employ, own or operate third-party service providers. Services and, if applicable, discounts are subject to the terms and conditions of such third party providers. Check with the provider for details.

Important Disclosures: As part of the Fitness Your Way program (the "FYW Program"), members are provided with access to a network of participating third-party practitioners who offer discounted integrative health services including, but not limited to, chiropractic, acupuncture, massage/body work services ("Integrative Health Services"). The Integrative Health Services component of the FYW Program is provided by WholeHealth Living, Inc., a wholly owned subsidiary of Tivity Health Support Services, LLC ("WHL"), with a mailing address of: ATTN: Whole Health Living, 1445 S. Spectrum Blvd, Chandler, Arizona 85286. The FYW Program is not insurance. Discounts vary per practitioner. The FYW Program member must pay for discounted Integrative Health Services, but will receive a discount from the participating practitioner. WHL does not make payments directly to the third-party practitioners. Health care and health care related practitioners in the WHL network are not currently available to residents of California, Connecticut, Delaware, Indiana, Louisiana, Montana, Nebraska, New Hampshire, Nevada, Oklahoma, Oregon, Rhode Island, South Dakota, Utah, Washington or West Virginia. Please visit http://www.whlchoices.com for a complete list of practitioners available in member's state of residence.

© 2000-2023 Blue Cross and Blue Shield Association — All Rights Reserved. The Blue365 program is brought to you by the Blue Cross and Blue Shield Association. The Blue Cross and Blue Shield Association is an association of independent, locally operated Blue Cross and/or Blue Shield Companies. Blue Cross and Blue Shield of Florida, Inc. is an independent licensee of the Blue Cross and Blue Shield Association.

Blue365 offers access to savings on health and wellness products and services and other interesting items that Members may purchase from independent vendors, which are not covered benefits under your policies with Blue Cross and Blue Shield of Florida, Inc., its contracts with Medicare, or any other applicable federal healthcare program. These products and services will be offered to you through the entire benefit year. During the year, the independent vendors may offer additional discounts on these products and services. To find out what is covered under your policies, contact Blue Cross and Blue Shield of Florida, Inc. The products and services described on the Site are neither offered nor guaranteed under the Blue Cross and Blue Shield of Florida, Inc. contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding your health insurance products and services may be subject to the Blue Cross and Blue Shield of Florida, Inc. grievance process. BCBSA may receive payments from vendors providing products and services on or accessible through the Site. Neither BCBSA nor any Blue Company recommends, endorses, warrants, or guarantees any specific vendor, product or service available under or through the Blue365 Program or Site.

Tivity Health Services, LLC is an independent vendor that provides solutions to improve health and well-being. Fitness Your Way and Tivity Health are registered trademarks of Tivity Health, Inc. The Fitness Your Way logotype is a trademark of Tivity Health, Inc. 2023 Tivity Health, Inc. All rights reserved. Blue Cross, Blue Shield, Blue365, and the Blue Cross and Blue Shield logos are registered trademarks of the Blue Cross and Blue Shield Association. BCBSA5531\_0823