

Staying healthy just got less expensive

Great discounts and valuable information that can be used all year long—Blue365®

You can save BIG on a wide variety of healthy products and services through our members-only discount program—Blue365¹. Take advantage of exclusive discounts at select local companies and leading, national brands for everyday health and wellness or family care. Save up to 60% on fitness clubs, exercise equipment, contact lenses or glasses, nutrition and weight management programs and so much more! All available to you as part of your Florida Blue membership. We're dedicated to your pursuit of health.

Fitness

BodyMedia®

Get 15% off wearable body monitors plus receive a 3-month subscription to easily track more than 5,000 data points including everything from calorie expenditure to step count to sleep quality.

Snap Fitness®

Get 50% off the current enrollment fee, 10% off personal training sessions, a complimentary 1-month online nutrition and meal planning membership, and more.

Healthways™

Members will have access to *Healthways Fitness Your Way*, which includes a fitness membership with access to over 8,000 participating fitness locations for just \$25 a month and a network of 40,000 health and well-being specialists. Plus save up to 30% off health and wellness related products and services.

Polar

Save up to 25% on a selection of heart rate monitors that will allow you to track your progress, plus get recommendations on choosing a type of exercise, access training programs tailored to individual level and goals, and much more.

Reebok

- Make a purchase of footwear and apparel from the online Reebok store and receive a 20% discount and free shipping on the entire order (enter Promo Code REEBOK365 at checkout on reebok.com).
- At Reebok outlet stores when you use one of the online coupons you'll receive 15% off the entire purchase.
- Plus, each quarter there are additional specials just for our members, including Reebok Friends and Family events at 30% off and free shipping at Reebok.com, and 40% off at Reebok Outlets.

Healthy Eating

Children's Nutrition Education

Nutritional information is available for your children through the SuperKids program from Dole Food Company, Inc. The program offers unique Superkids recipes, games, and comics, and, where available, printable coupons for in-store promotions.

¹ Blue365 offers access to savings on items that members may purchase directly from independent vendors. Blue365 does not include items covered under your policies with Florida Blue or any applicable federal health care program. To find out what is covered under your policies, call Florida Blue. Blue Cross and Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither BCBSA nor any local Blue company recommends, endorses, warrants or guarantees any specific Blue365 vendor or item. For more information about Blue365, go to floridablue.com.

Florida Blue is a trade name of Blue Cross and Blue Shield of Florida, Inc., an Independent Licensee of the Blue Cross and Blue Shield Association.

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Jenny Craig®

Members and their eligible dependents can enjoy a FREE 30-day trial program† and 25% off the 1-year Premium Success Program†. Plus a FREE welcome kit, dining out guide, cookbook, water bottle, pedometer, snacks, reusable grocery bag, and freezer bag.

†Plus the cost of food and shipping, when applicable. Discounts apply to membership fee only. Offer good at participating Centers and Jenny Direct® in the U.S., Canada and Puerto Rico.

Nutrisystem®

Save an extra 12% on any 28-day program order and get an extra week of food. Get a 10% discount on the advance line program if a member purchases two consecutive auto-ship orders.

Personal Care

Lasik

You will have a choice of companies to go to for great discounts on laser vision correction services for traditional and custom LASIK. Check out QualSight® and LasikPlus for all of their options.

Davis Vision

Davis Vision's national network of vision professionals offers 10-40% off everything from exams to lenses, frames, contacts and more.

Hearing Care and Products

You will have a choice of companies for your hearing needs. TruHearing and Beltone™ offer big discounts on eligible products and services, including hearing and screening exams, hearing aids, plus custom fitting and follow-up visits.

Caringbridge

Members will have free access to a nonprofit online community where people experiencing significant health challenges can connect with family and friends.

Hope Paige Designs

Members will have access to Hope Paige Designs' discounted products through the Blue365 website. Hope Paige Designs offers a line of fashionable, trendy and chic medical emergency bracelets. Every member who makes a purchase from Hope Paige Designs' online store will receive a 30% discount off list price and free shipping on the entire order.

Eldercare

- Through Seniorlink™, an eldercare management and advisory service, you'll receive discounts on 3- or 12-month memberships that include unlimited personalized telephone and Internet-based assistance, advice and support when caring for a family member.
- They can help you understand your options, create a comprehensive plan of care that promotes independence and quality of life for seniors, and help you find the perfect local eldercare services in your community or across the country.

Wellness

eMindful®

When you know it's time to make a lifestyle change, but need support along the way, eMindful can help. Members can enjoy 25% off the price of any retail online wellness webinar course with topics including managing your stress, eating healthier foods, exercise smarter or give up tobacco and many more.

It's easy to find out all the details for these exclusive savings—the information is available online 24/7 for your convenience.

Simply log in at floridablue.com. New discounted products and services are being added all the time—so check back often for new savings opportunities.