



## EMPLOYEE HEALTH AND WELLBEING SET FOR A REVAMP WITH LAUNCH OF ZAVFIT BETA APP

*ZavFit, the HealthTech brand positioned as the first health app for money, has developed an app to help employees recognise the impact of money on health. Financial planning and specialist insurance business Lloyd & Whyte is amongst the first to be taking part in its beta launch.*

**JANUARY, 2022, UK:** ZavFit, the HealthTech brand positioned as the first health app for money, has announced its Beta launch to help people with their 'MoneyFitness', a term coined by the brand to recognise that worrying about money is the #1 cause of stress globally.

ZavFit's Beta launch will give employees access to the revolutionary ZavFit app, the first money-related health app that creates a personalised one-month MoneyFitness programme for each user, suggesting positive ways to use money to feel happier and healthier. Alongside the ZavFit app, employees will also be offered a four-week education plan, containing bite-size content to address four key aspects of money and mental health: motivations, moods, triggers, rewards.

Thousands of employees are set to take part in ZavFit's Beta launch in the coming months, including financial planning and specialist insurance company Lloyd & Whyte. Lloyd & Whyte through their Wellbeing Matters site offer an extensive line up of wellbeing content and share ZavFit's passion to tackle a very real societal problem in a truly different and innovative way.

Already tipped as a pioneer in the wellbeing industry, the ZavFit app is built by behavioural scientists, psychologists, artificial intelligence experts and neuroscientists, and is designed to help people feel positive and healthy about their money and purchases. Following a straightforward health quiz, users are given the opportunity to link the app to their bank accounts in order to analyse their spending habits and understand more about the impact of their spending on their health and happiness. A tailored MoneyFitness programme is created that suggests positive ways to use money through simple daily targets. MoneyMoods gives users a chance to reflect on how individual purchases have made them feel which helps users see how their spending impacts their overall mental wellbeing.

**Anna Freeman, Founder & CEO of ZavFit says** *"ZavFit is a MoneyFitness Movement. It's something we've been working tirelessly on after recognising the devastating impact that money stress has on our health. We're delighted to be working alongside leading businesses on the Beta launch to help hundreds of employees think differently about the way they use their money and the impact it has on their overall mental wellbeing and health. We are focused on improving health outcomes and genuinely want to bring an end to the chronic daily money stress that plagues millions of people globally."*

**Robert Lynch, Director of Wellbeing Matters at Lloyd & Whyte says** *"Employee wellbeing and good mental health has always been something we've taken seriously and has become increasingly pertinent. Working with ZavFit is giving our people a new and innovative way to think about their relationship with money, reduce the stress it can cause and ultimately use it*



**ZAVFIT**

*to make them healthier. Being part of the Beta is something many people don't get the opportunity to be part of so we're excited to see the results!"*

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**About ZavFit:**

ZavFit is a HealthTech startup, founded by Anna Freeman in 2019 and based in in the UK, the ZavFit team brings together some of the brightest minds in HealthTech, FinTech, Neuroscience and Cognitive Behavioural Therapy. It has been called a game changer by the Health industry.

ZavFit is the first company to identify and address money stress as a health issue. In response, ZavFit has designed the first health app for money that focuses on improving the health and happiness of the individual as an outcome.