



## **ZAVFIT EXPANDS BETA COMMUNITY WITH INDUSTRY LEADING TOWERGATE HEALTH & PROTECTION**

*ZavFit, the HealthTech brand positioned as the first health app for money stress, has announced further growth of its Beta community. The expansion will see ZavFit welcome employees from leading health, wellbeing and employee benefits adviser, Towergate Health & Protection, onto the ZavFit app*

**2nd MARCH, 2022, UK:** ZavFit, the HealthTech brand positioned as the first health app for money stress, has announced further growth of its Beta community. The app, which was put into beta in January, is designed to help people with their 'MoneyFitness', a term coined by the brand to address the devastating impact worrying about money has on health. It is the #1 cause of stress globally.

Following their successful launch, ZavFit will be welcoming hundreds of employees from Towergate Health & Protection, one of the UK's leading health and wellbeing consultants who understand how financial wellbeing is one of the biggest untapped opportunities to support employees and recognised ZavFit for its pioneering approach that focuses on health outcomes.

The expansion will give more people access to the revolutionary ZavFit app. ZavFit is the first money-related health app that creates a personalised MoneyFitness programme for each user, designed to take the feelings of guilt and anxiety out of spending.

Towergate Health & Protection provides support across the four pillars of health and wellbeing: physical, mental, social, and financial. ZavFit is a perfect match as it assists with financial wellbeing, whilst also linking with the other three vital aspects. Towergate Health & Protection is always looking for innovative solutions to provide its employees and customers with preventative care and positive health outcomes. ZavFit hopes to help Towergate Health & Protection to further enhance its holistic approach.

Thousands more people are set to take part in ZavFit's Beta community in the coming months. This announcement follows news of specialist insurance company Lloyd & Whyte who have been using the app across their employees so far this year.

Bringing widespread hype to the wellbeing industry the ZavFit app is built by world leading behavioural scientists, psychologists and neuroscientists, and is designed to help people feel positive and healthy about their money. Following a wellbeing assessment, users are given the opportunity to link the app to their bank accounts 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 suggesting positive ways to use money through simple daily targets. MoneyMoods gives users a chance to reflect on how individual purchases have made them feel. This helps users see how their spending impacts their overall mental wellbeing.

**Anna Freeman, Founder & CEO of ZavFit says** *"We are delighted to work with Towergate Health & Protection as leaders in the Health & Wellbeing space. Both ZavFit and Towergate*



*Health & Protection are strongly aligned on the urgent need for a preventative solution to money stress. Money has continuously been ignored as a fundamental health issue. Money is the number one cause of mental health issues globally. Together we are here to change that by providing a financial wellbeing solution designed to deliver health outcomes."*

**Iain Laws, CEO Towergate Health & Protection** *"Mental health has been rightfully rising up the agenda for businesses for some time now and with the unprecedented situation we face resulting from the pandemic, more has to be done to support staff during this unique time. By partnering with ZavFit we are signalling to employees and customers that financial wellbeing is a critical aspect of overall health. ZavFit's holistic solution is very refreshing, and we are pleased to be joining the Beta community."*

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**About ZavFit:**

ZavFit is a HealthTech startup, founded by Anna Freeman in 2019 and based 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.

**About Towergate Health & Protection:**

Towergate Health & Protection combines a whole of market, independent insurance broking service for businesses and individuals throughout the world with specialist health and wellbeing advice and solutions. The company aims to help clients manage their health risks and improve the wellbeing of themselves, their families and employees, resulting in a healthy, motivated and productive workforce.

Strong relationships with insurance providers has helped develop exclusive products to satisfy clients' particular needs for UK and international health insurance, healthcare cash plans, dental insurance, income protection, travel insurance and expatriate health insurance cover. These insurance services are supported by partnerships with organisations that provide assistance with the management of mental health and wellbeing, including occupational health, employee assistance programmes and health screening.

Towergate Health & Protection has a nationwide team of specialist advisers with a commitment to service that has been recognised as gold in its accreditation by Investor in Customers. For further information please visit [www.towergatehealthandprotection.co.uk/](http://www.towergatehealthandprotection.co.uk/)