

Benefit Guide

PURE Fitness

PURE Yoga



PURE Fitness

PURE Fitness inspires and helps people to lead healthier, happier lives. Specialty facilities include the world's first 270° Immersive Fitness™ studio, dedicated boxing and kickboxing spaces, power lifting platform, athletic turf, movement zone, Life Fitness and Technogym equipment, Iron Grip and Eleiko Free Weights, Performance Cardio, and an extensive range of training tools including Kettlebells Bulgarian Bags, Pilates Reformer, TRX and Medicine Balls.

With prime locations in Hong Kong, Shanghai and Singapore, PURE's international team consists of PTA Global certified trainers and passionate instructors who lead over 50 types of Group Fitness classes weekly – Les Mills programmes, Immersive Cycling THE TRIP™, Pilates, TRX® Suspension Trainer and Rip Trainer, Barre, Self-Myofascial Release, various dance classes, and a series of freestyle circuit class options such as Tabata.

PURE Yoga

PURE Yoga offers exceptional teaching, facilities and environments that inspire people of all ages and abilities to make yoga part of their lives. With locations in Hong Kong, Beijing, Shanghai, Singapore and New York, PURE Yoga connects practitioners and teachers on a global level by fulfilling diverse needs through various yoga offerings and a team of internationally recognised teachers. Complementing group classes, private sessions and group privates are community events, workshops with guest yoga teachers from around the globe, Teacher Trainings, Continuing Education for Teachers programmes, and retreats in idyllic locales.

AIA Vitality Member Benefit

AIA Vitality members can enjoy up to 15% discount[^] off the recommended retail price of a PURE Fitness and/ or PURE Yoga Agreement (referred to as PURE throughout this document) in Hong Kong.* In addition, AIA Vitality members can enjoy 50% discount off the one-time joining fees for eligible agreements.

What's more, you will enjoy one complimentary 7-day pass⁺ valid at all PURE locations.

You will also be able to earn 100 AIA Vitality Points each time you work out at PURE, up to a maximum of 15,000 AIA Vitality Points each membership year. If you have an existing PURE agreement, AIA Vitality Points may still be earned by linking your existing PURE agreement to your AIA Vitality membership.

[^]Not to be used in conjunction with other discounts or coupons. Please check with the PURE Group directly.

⁺7-day pass is valid only for first-time PURE visitors who are Hong Kong residents. Please check with the PURE Group directly.

How Do I Get Started?

Step 1: Make a Booking

Log in to the AIA Connect app or website, click on "AIA Vitality" tag and go to "Partner Benefits", then select "PURE Fitness" or "PURE Yoga".

Click on "Book Now" under the "Get Started" section and you will be redirected to PURE's website where you can fill in your details and make a booking with PURE.

Step 2: Registration at a PURE Branch

- After you make a booking, a PURE Customer Representative will contact you to arrange a time for you to visit. Remember to take along your AIA Vitality membership card and HKID card (or other identification document) for verification.
- You will be required to complete a registration form and you will be given a tour of the facility. When you register, you will receive one complimentary pass to get immediate access to PURE. On your next visit, you will receive your temporary PURE access card, which you may use to start earning AIA Vitality Points until your permanent PURE agreement card is ready.
- You will receive a permanent PURE agreement card within 2 weeks.

Step 3: Exercise to earn AIA Vitality Points

New Clients

- Present your PURE agreement card every time you work out at PURE. Your workouts will be captured so that you can earn AIA Vitality Points.

Existing Clients

- To earn AIA Vitality Points, please visit any PURE branch to link your existing PURE agreement to AIA Vitality.

Earning AIA Vitality Points

We will award you with 100 AIA Vitality Points each time you work out at PURE (Hong Kong), up to a maximum of 100 AIA Vitality Points a day for physical activity, regardless of the number of times you visit PURE or have done other types of physical activities in one day.

Important Points to Remember

- The discount applies to the recommended retail price. For products with an existing discount or promotion offered by PURE Fitness or PURE Yoga, AIA Vitality members can choose to enjoy either the AIA Vitality discount or existing discount or promotion, whichever is more favourable. The AIA Vitality discount cannot be used in conjunction with other discounts or coupons. Please check with PURE Group directly.
- Each AIA Vitality member can sign up for only 1 PURE agreement at a time at the AIA Vitality discount. It must be under the member's name and cannot be used by another person.
- The AIA Vitality discount only applies to new agreement activations, either for the first time or after an existing one has expired or terminated; existing agreements will need to be continued until the contract end-date before the member can activate a new one with the AIA Vitality discount.
- We will award you with 100 AIA Vitality Points each time you work out at PURE, up to a maximum of 100 AIA Vitality Points a day for physical activity, regardless of the number of times you visit PURE or have done other types of physical activities in one day.
- No further discount will be provided on personal training fees. The current personal training rate and offer applies. Please check with PURE Fitness directly for details.
- No further discount will be provided on private yoga sessions. The current private yoga rate and offer applies. Please check with PURE Yoga directly for details.
- If your AIA Vitality membership ends, you will no longer earn AIA Vitality Points. However, you can continue to use your PURE Fitness or PURE Yoga products and services in your personal capacity.
- The AIA Vitality discount applies to PURE Fitness and/ or PURE Yoga agreements only. All other businesses by the PURE Group are excluded from this benefit.
- Purchase returns and refunds follow PURE Fitness or PURE Yoga Agreement.

About PURE Fitness or PURE Yoga

PURE Fitness or PURE Yoga is a separate and independent entity, and AIA Hong Kong shall not be responsible for the nature or quality of products or services provided by PURE Fitness or PURE Yoga, nor for any solicitation effort by them. The products and services offered by PURE Fitness or PURE Yoga are not sold or marketed by AIA Hong Kong, and the provisions of the same may also be subject to certain terms and conditions of PURE Fitness or PURE Yoga. PURE Fitness or PURE Yoga may apply additional terms and conditions with regard to the availability and eligibility of earning AIA Vitality Points.

For information about PURE Fitness or PURE Yoga products and services, you can visit the PURE website:
<http://www.pure-fitness.com/en/hongkong/memberships/enquiry.php>.

The information contained herein does not constitute an offer to sell or a solicitation of an offer to buy PURE Fitness or PURE Yoga products and services on the part of AIA Hong Kong. AIA Hong Kong is not an agent or distributor of PURE Fitness or PURE Yoga and will not receive any remuneration as a result of your purchase of products or services from PURE Fitness or PURE Yoga.

Any dispute about any products or services as part of this benefit must be resolved directly with PURE Fitness or PURE Yoga which have the final decision with respect to any order placed by you.

All representations within this Guide made on behalf of AIA Hong Kong have been thoroughly researched, and are verifiable by documentary evidence. Representations within this Guide made on behalf of PURE Fitness or PURE Yoga are based upon information that AIA Hong Kong has received from them, such information having been provided to AIA Hong Kong along with an assurance from PURE Fitness or PURE Yoga that it is accurate.

You are kindly advised to read the AIA Vitality Terms and Conditions, and, please pay heed to the sections on “AIA Vitality Programme Benefits” and “Exclusion of Liabilities” available at www.aia.com.hk/aiavitality.

Terms and Conditions

Use of this benefit is subject to the AIA Vitality Terms and Conditions, AIA Vitality Terms of Use, AIA Vitality Personal Information Collection Statement and the AIA Privacy Policy which are available at www.aia.com.hk/aiavitality.

In case of dispute on AIA Vitality Points (if any), the decision of AIA Hong Kong shall be final and conclusive.

You are advised to carefully consider whether or not you should purchase any products or services made available by PURE Fitness or PURE Yoga, and the award of AIA Vitality Points (if any) and the availability of any discount shall not be the sole or decisive factor in your decision making. Please consult your doctor or other health care professional if necessary. Also you should make a comparison of price, quality and reputation of different service providers (and their products/services) in the market before making any decision.

Benefits may be varied or withdrawn at any time.

“AIA Hong Kong” or “AIA” herein refers to AIA International Limited (incorporated in Bermuda with limited liability)

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