



## LurraLife My10kLife Program

At LurraLife we're on a mission to inspire and empower our members to go after and reach their health and wellness goals. So, we created My10kLife! In this free industry-first program, LurraLife Associates are rewarded simply for walking and being physically active.

In the My10kLife program, every step you take earns you Well Coins, which you get to redeem for awesome free products, gear, and swag in our rewards store. You also get to participate in fun company-wide challenges and track your steps and personal wellness goals in our special My10kLife app.



To further help you track and optimize your performance, we also offer a My10kLife Smart Fitness Band. This sleek, easy-to-use wristband tracker sports the LurraLife logo and tracks activity/steps, calories, weight, sleep, heart rate, and more. It retails at half the price of a comparable Fitbit and is available only for LurraLife Associates. Please note, this device is not required to participate in the My10kLife program.

We are so excited for you to experience the My10kLife program...you'll get fit, have fun, and earn rewards...all FREE as a LurraLife Associate!

\*Disclaimer: The My10kLife program is exclusively for LurraLife Associates. In order to redeem Well Coins or for those reward points to carryover month to month, you must have an active [lurrallife.com](http://lurrallife.com) product order each month. Well Coins are redeemable only in the My10kLife app's rewards store, have no cash value, are not transferrable, and cannot be used to pay for [lurrallife.com](http://lurrallife.com) or [lurrallifegear.com](http://lurrallifegear.com) orders.

*Experience how rewarding healthy living can be!*

**Start your My10kLife today. Sign up as a LurraLife Associate at [www.lurrallife.com](http://www.lurrallife.com).**

# Detailed Program Information

## How to Start and Participate

1. Make sure your LurraLife Associate account is active with a monthly [lurrallife.com](http://lurrallife.com) order.
2. Get the My10kLife app from Android Google Play Store or Apple App Store and install it on your device.
3. Register for the app using the same email address as your LurraLife member account.
4. Sync the app to your device, enter your personal data, and change the settings to fit your needs.
5. Start walking! The app will automatically count your steps and award you Well Coins.
6. Track your performance and rewards in the My10kLife dashboard.
7. Redeem your Well Coins in the app's rewards store.
8. Keep moving! The more steps you take, the more rewards you earn!

## Earning and Redeeming Rewards

When earning Well Coins, the ratio is 1 coin for every 1,000 steps. So, for each step you take, you receive 0.001 of a Well Coin. As you take more and more steps, your Well Coins will quickly add up! Then you can redeem them for awesome products, gear, and swag in the My10kLife app's rewards store.

Please note, in order to redeem the Well Coins in your My10kLife app account or for those reward points to carryover month to month, you must have an active [lurrallife.com](http://lurrallife.com) product order each month. In addition, you must be

registered for the app with the same email address as your LurraLife Associate account. Well Coins are redeemable only in the app's rewards store, have no cash value, are not transferrable, and cannot be used to pay for [lurrallife.com](http://lurrallife.com) or [lurrallifegear.com](http://lurrallifegear.com) orders.



## LurraLife My10kLife App

The My10kLife app is a personal wellness digital tracking and rewards program exclusively for LurraLife Associates. The feature-rich, intuitive app interface allows you to easily set goals, connect to various devices, and track personal data.

Once the app is activated on your mobile device, it will automatically track steps taken, calories burned, and activity time and award you Well Coins. In addition, you can set a daily steps goal, and the app will display your progress in real time. This data will be automatically recorded as long as the app is open (in the foreground with screen unlocked) and the device is on you. Please note, most smartphones have an internal step counter that can be used for this.



Also, you can sync the app with other devices to monitor your weight, sleep, heart rate, blood pressure, glucose levels, and other personal wellness metrics. In addition, from the dashboard, you can manage your personal settings, view your history, export and share data, manage notifications, etc. You also can access the dashboard online at [my10klife.joinwell.com](http://my10klife.joinwell.com) (use the “sign in” fields in the upper right corner).

The LurraLife My10kLife app is published by the WELL Network and is available from the Apple App Store and Android Google Play Store. It syncs with many standard devices, including Fitbit, Android, Apple Watch, as well as our LurraLife My10kLife Smart Fitness Band.

