

Nova Innovations Lifestyle Benefit Vendor Category Directory

Where can I make a purchase?

We want you to be able to invest in your health and wellness in a way that makes you happy and healthy. Enrollees receive two identical Nova Innovations Visa[®] cards to pay for activities, programs, goods, or services. Cards are valid for three years when you re-enroll in the same benefit plan.



Memberships and activities

- Gyms and Fitness centers
- Yoga, Pilates, Barre, Cycling/Spinning
- Bicycle shops
- Sports and recreational camps
- Dance studios
- Golf courses



Book stores and drug stores

- Nutrition/diet books
- Cookbooks
- Fitness books
- Mental health/ well-being books
- Drug stores



Spas and salons

- Refresh and reflect with a spa treatment:
- Massage
 - Facial
 - Acupuncture



Family-friendly fun

Unplug and enjoy an aquarium or the zoo.



Fitness equipment

Gear up for your recreational softball league, running, walking, yoga, or other fitness endeavor.



Health on-demand

Online or app-based wellness (e.g., Calm, Headspace, Peloton, Beachbody On Demand, etc.)