

Fiji Airways launches FlyWell onboard wellness program



Fiji Airways' Flywell program brings wellness products from Firefly Recovery, Ra Optics, Magic Mind and more onboard

[Fiji Airways](#) has launched an onboard wellness program designed to enhance the well-being of both passengers and crew. Delivered in partnership with renowned wellness providers, the program brings together a curated range of science-backed products and experiences available onboard and in the Fiji Airways Premier Lounge at Nadi International Airport ([NAN](#)).

Available from June 1, the FlyWell program includes wearable technology, mental performance drinks, red light therapy and EMF protection solutions, all designed to help accelerate recovery during long-haul travel.

The products will initially be offered to Business Class passengers across two phases - complimentary onboard for the first two months and available for sale in the third month.

This will apply to all products, both in the Premier Lounge at NAN and onboard select long-haul flights between Nadi, Fiji, and two North American destinations: San Francisco and Los Angeles. Following the program's initial run, a selection of the FlyWell products will be available for purchase onboard. Fiji Airways plans to expand the program over time, introducing additional wellness solutions as it evolves.

"The Fiji Airways FlyWell program reflects our ongoing commitment to innovation and care, and marks an important step towards our mission of being the World's Happiest Airline," said Paul Scurrah, Managing Director and CEO, Fiji Airways.

"We set out to create something that genuinely makes a difference to the well-being of our guests and crew, going beyond traditional airline offerings with a thoughtfully curated suite of in-flight products and lounge experiences not typically seen in aviation. This program is designed to help everyone arrive at their destination feeling rested, energised, and at their best," added Scurrah.

Onboard, Business Class passengers will be presented with a wellness menu by Fiji Airways' cabin crew, allowing them to choose the items that best suit their needs.

Passengers will have access to [Firefly Recovery](#), a clinically validated wearable device worn on the lower leg designed to help promote circulation, reduce fatigue and accelerate recovery during long-haul travel.

Travelers will also have the opportunity to use [Ra Optics](#) Sunset Lenses, developed using circadian science, which aims to help regulate light exposure in the aircraft cabin to support natural sleep cycles and encourage rest inflight. The lenses are available for use throughout the flight and are professionally cleaned onboard by cabin crew after every use.

[Magic Mind](#), a mental performance drink formulated with clinically backed ingredients, is available to passengers in two variations onboard. The "Sleep" shot is specifically designed for long-haul travel, helping support deeper, more restorative sleep inflight and reduce next-day grogginess often

associated with jet lag. The "Original" shot supports calm focus and sustained energy, providing a balanced alternative to traditional stimulants during the journey.

The program will also extend beyond the cabin, with advanced technologies integrated into Fiji Airways' Premier lounge.

Red Light Therapy will be available in dedicated spaces within the Premier Lounge in partnership with premium brand [Vital Red Light](#), which studies have shown to support energy production, cellular regeneration, muscle recovery, and improved sleep. Travelers can request the experience from lounge staff, subject to availability.

[Aires](#) EMF protection technology will be installed throughout the Fiji Airways Premier Lounge at NAN, creating an EMF-friendly airport lounge environment. Aires patented technology helps mitigate exposure to electromagnetic radiation from everyday devices such as phones, laptops, and Wi-Fi, reducing strain on the nervous system while supporting relaxation, better sleep, improved mental clarity, and overall performance, helping travellers feel their best.

The FlyWell program also prioritizes Fiji Airways' Pilot and Cabin Crew well-being, with red light therapy and Aires Tech installed in the crew lounge at NAN, the press release said.

Helping to bring the initiative to life is Fiji Airways' newly appointed Brand Champion, Da Rulk, a globally recognized expert in performance and recovery who has worked with elite athletes and celebrities, and is now spearheading a new era of well-being in the air and on the ground with Fiji's national carrier.

"Travel places unique demands on the body, from disrupted sleep to fatigue and constant environmental stress," said Da Rulk, Fiji Airways Wellness Champion. "The Fiji Airways FlyWell program is about giving people practical, science-backed tools that work with the body, not against it, so they can arrive in Fiji ready to start their holiday."

The Fiji Airways FlyWell program takes a holistic approach to travel wellness, bringing together innovative products and introducing them into the aviation experience to deliver meaningful benefits for both guests and crew. FlyWell is designed to create a more positive and enjoyable journey, supporting the airline's ambition to become the World's Happiest Airline.