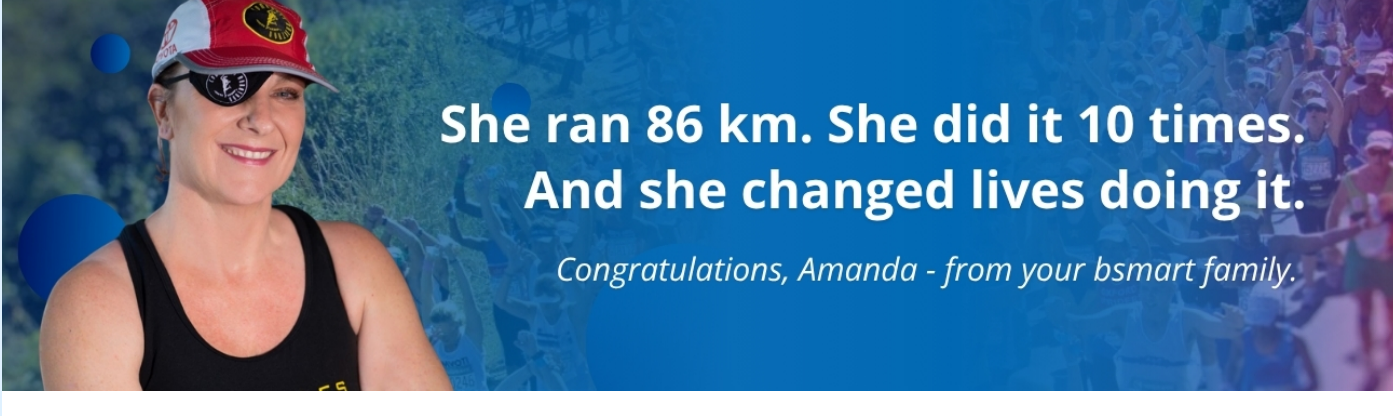


Loyalty runs deep.



July is packed.

One of our own crossed a historic finish line - for the tenth time - and raised funds that will give people back their sight. There are competition winners to announce, a birthday reward waiting for July members, and a look at the shopping habits quietly saving South Africans real money. Let's get into it.



On 14 June, Amanda Cromhout, crossed the Comrades Marathon finish line for the tenth time - earning her permanent "life number," 10891.

But this Comrades was about more than a medal.

Running for sight

Amanda is a proud bsmart member and the founder of the **Blind Loyalty Trust** (BLT), a non-profit that funds sight-restoring procedures for South Africans who can't afford specialist treatment. BLT was born from personal experience: in 2022, Amanda was struck by fusarium keratitis, leaving her temporarily blind in her right eye. She endured three months of intense pain, two emergency corneal transplants, and further surgery. Coming through that, she made a decision - no one should face preventable blindness without financial support.

To date, BLT has restored sight for over 300 individuals.

A community behind the cause

This year's Comrades became a true fundraising moment for BLT. bsmart committed R200 per kilometer - R17,200 in total - and individual bsmart members and other supporters added their own donations on top of that.

The result: a wonderful financial boost for the Blind Loyalty Trust, with **bsmart's contribution alone enough to help four people see again.**

Along the route, supporters held up a sign: *"Remember your Why."* Amanda's Why is clear: to reverse unnecessary blindness. In her words after the race - her muscles were sore, but her heart was extremely happy.



Amanda Cromhout, moments after crossing the finish line - holding life number 10891, earned by completing her 10th Comrades Marathon.

Want to help?

The opportunity to support BLT is open to everyone and does not stop.
Donate at www.blindloyalty.co.za

Tafelberg | bsmart competition: And the winners are...

2 x R3000
VOUCHERS

TAFELBERG
FURNISHERS
expert

A few weeks ago, we challenged our bsmart community to show us that one corner of your home that deserved a little love - and team up with bsmart retail partner Tafelberg Furnishers to make it happen.

We loved seeing your entries in the Facebook Member Group, and while it took a little courage to put your space out there, those who did made it count.

Today, we're thrilled to announce our
two lucky winners of a R3,000 Tafelberg Furnishers voucher each:

🏆 I. Versfeld

🏆 C. Lubbe

Congratulations! With only a handful of qualifying entries, your chances were better than you might have thought - and now you've got serious shopping power to transform that space.

To everyone who entered: thank you for being brave enough to share your home with us. We'll be back with more competitions soon - and if this one taught us anything, it's that the members who show up really do win.

Watch this space. ▶▶

The smart shopper has always been here

Checking the app before leaving the house. Planning one bigger shop instead of three rushed top-ups. Stacking a loyalty reward on a cashback offer before you've even reversed out the driveway.

Sound familiar?

South African shoppers didn't become more strategic by choice - rising costs pushed the habits into place.

Our latest blog looks at how deliberate planning, loyalty programmes, and cashback have quietly become part of the everyday shop, and where bsmart fits into that system.

[Read the full article here](#)



Something exciting is happening in the bsmart community - members who received Coupster access for their birthdays this year so far, have been making the most of their two free months, and the savings are real.

COUPSTER

Now it's your turn. If you're celebrating your birthday in July, your Birthday Grocery Boost is ready and waiting - two months of digital grocery coupons via Coupster, on us.

Log in, browse your coupons, and start redeeming at participating retailers while your access is active.

[Click here for more details](#)

News from our partners



What your insurance quote isn't telling you

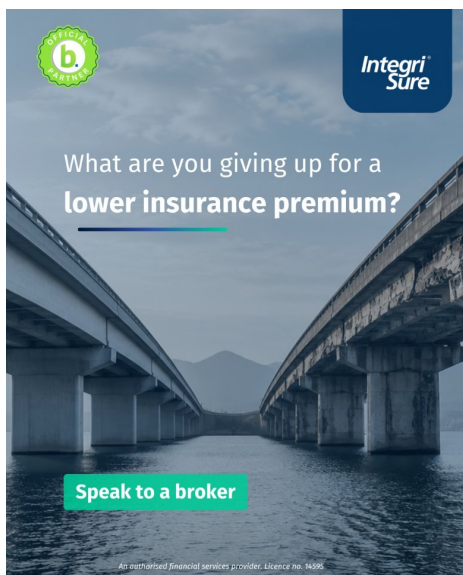
When two insurance policies cover the same things, why is one cheaper?

The answer is usually in the fine print - and you often only discover it when you need to claim.

A lower premium can sometimes mean higher excesses, lower cover limits, or exclusions that aren't obvious upfront.

That doesn't mean cheaper is always wrong, but it does mean it's worth understanding exactly what you're getting - and what you're not - before you sign.

Read the full article for a simple guide to comparing cover the smart way.



[Read more here](#)



Warm up your winter with Tafelberg Furnishers' Coffee Promotion!

There's nothing more comforting than a delicious cappuccino on a chilly winter's day.

Bring the coffee-shop experience home and enjoy incredible savings on a wide range of premium automatic coffee machines from top brands like Delonghi, Philips and Siemens.

With barista-style coffee at the touch of a button, your favourite brew is always within reach.

[Shop in-store or online today](#)

Know your mental health cover before you need it

Therapy might already be in your plan. Here's how to find out.



Bonitas, Discovery, Medshield, Medihelp - most major medical schemes now include some form of mental health cover.

Psychiatrist visits, psychologist visits, chronic medication, and even digital wellness tools.

What you actually have depends on your scheme and your benefit option - the specific cover tier you're on.

Every scheme structures this differently, and most members don't know what's available to them until they need it.

We've gone through the benefit guides so you don't have to. Every major scheme. Every relevant option. Broken down in plain language. Walk in knowing exactly what to ask for.

[Read the full breakdown](#)

*bsmart members can register for MedXpert at no extra cost.

July specials from our retail partners

Click on the icons below to discover this month's top offers.

Remember to swipe your bsmart card to earn cashback on every qualifying spend!



Quote of the month

My humanity is bound up in yours, for we can only be human together.

- Desmond Tutu



Call us on 021 409 7600 or email members@bsmart.co.za

Follow us on social media.

