



Fitbit Device	Retail Cost	Participant Pricing	Family & Friends Pricing
Zip	\$59.95	\$17.00	\$53.00
Flex2	\$59.95	\$23.00	\$53.00
One	\$99.95	\$47.00	\$84.50
Alta*	\$129.95	\$68.00	\$107.00
Charge2*	\$149.95	\$91.00	\$127.00
Alta HR*	\$149.95	\$92.50	\$127.00
Blaze*	\$199.95	\$131.00	\$167.00
Surge	\$199.95	\$131.00	\$167.00
Ionic	\$299.95	Available in October	Available in October
Aria Scale	\$99.95	No participant pricing	\$84.50

*Available in Special Edition.

As Fitbit releases new products, additional devices may be added to the storefront.

[Click here](#) for feature comparison chart.

