

# Diva

| Your Heart, Our Soul |



Quarter 1, 2007

## IN THIS ISSUE

Diva Partners	1
Whats On?	1
Diva Money	2
Living Well	3
Fresh fun facials	3
Slimming with a difference	3
Healthy Living	3
Diva Partner Profile	4

## Editors Note,

Welcome to our first issue of Diva! Your heart, Our soul.

We hope you will find in Diva, wonderful ways to love appreciate, and take care of yourself, your health, your money and your well being.

This issue we celebrate love, we celebrate life; they say that perhaps the most definitive characteristic of a diva is that she loves and appreciates herself. Today's women want more out of life. They love to shop, they love to travel, they are better payers, bigger spenders, higher savers and have more decision making power on household spending.

Today's diva is educated and liberated! Today's diva is destined for greatness and she knows she's got the power!

The Diva club account together with various retail outlets across Kenya want to help you spend smart, and save by offering you Diva account holders rewards for shopping at Diva Partner outlets where you will get discounts, loyalty benefits, lifestyle benefits, and other pocket friendly pay offs.

We have more partners, more deals, and more rewards for The Diva club! It's a win- win- win – win for all involved!

This month we profile Inaara, Signature Spa, Xenihhealth and Top of the World for your shopping pleasure. Also check out our healthy thinking, healthy eating, fresh fun facials, foot friendly spas, fancy kitchenwear and many many more fantastic deals.

This month, think healthy, we think fun, we think shopping we think smart, we think... Diva!Read, learn and enjoy!

THIS MONTH



## Come fly with me!

We take off to Istanbul, Turkey, on a delightful trip to the East on June 1st. See the sights, take in the sounds, and thrill in the shopping! A wonderful opportunity not to be missed. For more details write to:

[monicah.mwangi@ke.standardchartered.com](mailto:monicah.mwangi@ke.standardchartered.com)

## This issue we feature two exclusive Diva premiers:



## The Diva Valentine 'Dream Girls' Movie Premier!

The Diva Club account invited you to a once in a lifetime movie premier of Dream Girls, starring the glamorous Beyoncé Knowles.

See the photos of the premier on the back page of this bulletin.

## Diva Deals

The Diva club account partners offer discounts of 10- 25% on services to Diva Account holders. Call any of our partners listed below and take advantage of their delightful offers.

10-25%  
10-25%  
10-25%

Editor



# We train so your finances can stay in shape

From as little as 2,000 per month start saving for your dream home, your child's college education, your wedding. Retrain your brain and get the things you really want.

## SAVINGS:

Does the word, invoke a clutching sense of guilt and inadequacy... followed by a brief moment of panic? Well, not to worry these are just signs that you are a bona fide, card carrying living and breathing member of the human race.

Yes! I do want to save You moan but hooooow? Rather than wonder (or weep) over where all your money went, use the early year lull to reflect on what, exactly, were the factors that sparked your end-of-year fiscal breakdown...and plan to do better.

And here's help! We sent the Diva team searching and they found a wonderful forum of women called the Women in Red network on MSN Money. (vist [www.msnmoney.com](http://www.msnmoney.com))

WIR say savings bring to mind thoughts of our previous and planned spending... and where spending is concerned hindsight is truly 20/20, as they say, and especially when those credit card bills arrive and when you discover the 18 crumpled ATM receipts for cash withdrawals that equal the GDP of a small country.\*

They also say that what's remarkable is the discovery that how much you save has very little to do with how rich you

are. saving is a two-step process.

First you retrain your brain, and then you find all kinds of clever ways to spend wisely. The most significant savings factor was no more jaw-dropping than this: Ya jus' gotta save it. So here's our simple home grown savings plan!

### Step 1 Retrain your brain

The first step of retraining your brain goes like this; say this slowly to yourself "I can do anything I put my mind to."

The second step of retraining your brain goes like this; say slowly to yourself... I will take Kes. 2,000, (or Kes. 1,000) from my next salary and I will go and I will open a savings account and then I will deposit the money in it. Then. What? How will Kes. 2,000 get me my own home?

Well, we at Diva have come up with a glorious and creative plan to turn your Kes. 2,000 into a divinely substantial stash of cash.

Our 2 step plan is simple and works like this:

1.Commit to save consistently every month for 5 years.

(Yes. it does. sound like a tedious, long term, mind numbing length of time, but think about it ...it took 4 years to get

you through high school, 4 years to graduate from college, 5 years before your child could be tamed and released into organized society to live and learn. Let's face it all things of value take time to mature. The race is not to the swift, but to the consistent.

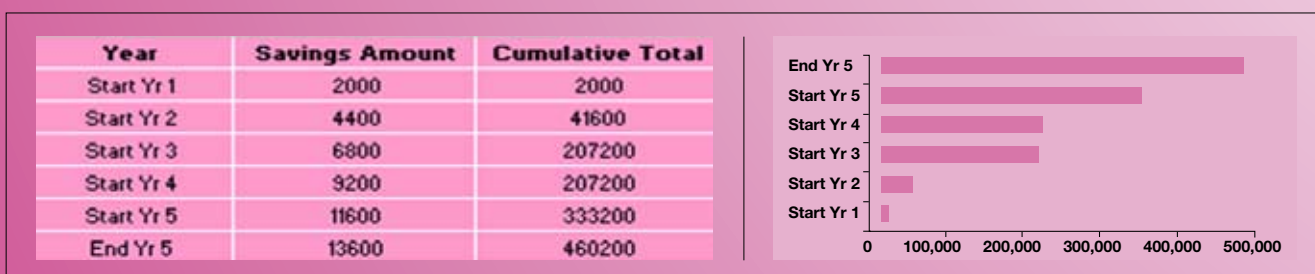
2. Commit to increase your savings by a factor of the original amount each month. E.g. start with Kes. 2,000 each month add on Kes. 200. So in Month1-2000; Month2 - 2200; Month3-2400; Month4-2600; etc.

### Step 2 is the tipping point.

If you consistently add on a factor of the original amount each month, your money grows and grows. In this case Kes. 200 is added on each month and at the end of 5 years, from Kes. 2000 you will have saved Kes. 460,200.

Also, the plan is flexible, you can Save Kes 1000 add on 100, Kes; 500 add on 50; etc and work it out to save an amount that's suits your pocket. Almost unbelievable isn't it! The secret is to be consistent in the small value add on!

Next issue, we show you a dozen clever little ways to save that extra Kes. 200/=. Till then...happy savings!



\* Adapted from [www.msnmoney.com](http://www.msnmoney.com).

Send in your comments/questions to [diva.club@ke.standardchartered.com](mailto:diva.club@ke.standardchartered.com)

# Food glorious Food!



Having a meal has become quite a complex task, eat less they say, eat less starch, less junk, less fat, eggs are bad, avocado is good, weigh this, more carbs, less fat. To be honest it's all a little overwhelming, so, the DIVA team decided to get the low down on food. How to eat well and still look great! Xenihhealth expert Alice Ndong , a Nutrition Consultant shares with us on how to eat your way to great health

1. Love your food! - Good nutrition is ageless. Your Health is your Wealth; If you eat great you will look great. If you eat junk... go figure!
2. Love the breakfast - Eat Breakfast! Include a protein; it is digested longer than starch so you are not running for mandazi (fat) at 10 am.
3. Banana Love – If you work out Potassium should not just be a vague memory from your high school chemistry class, eat at least one banana a day. Banana is high in potassium, very useful for muscle strength and electrolyte balance.
4. Fall in love with water - It helps your kidney to work more efficiently as your body functions are less strenuous if you are well hydrated.
5. Juice glorious juice! - sodas have 13 teaspoons of sugar and gas. No nutrients. Fresh juices have lots of lovely vitamin and water. Go figure!

Check out our next issue for hot tips on how to maintain a healthy you!



## Soft, Smooth, Supple skin

We ask Top of the World (Crossroads, Karen Shopping Centre)... what's in a facial and why it is good for us?

We discover, it's pretty basic, and... it works! Here's to simply beautiful skin.

- **Cleansing (Daily)**  
Remove dead skin cells, dust, grim and stale makeup.
- **Scrub (twice a week)**  
Gently exfoliate, remove dull deal cells,
- **Steaming (Professionally at a salon)**  
Opens the pores to extract white/black heads.
- **Mask (Once a week)**  
Close the pores. Left open, they are prone to bacteria.
- **Massage (Professionally at a salon)**  
Ensure proper circulation of blood.
- **Moisturise (Daily)**  
Keep the skin soft and supple.

## Slimming with a difference

The SIGNATURE SPA offers a wide range of body slimming therapies which include:

<b>Slim Line</b>	<b>Body Wraps</b>
<b>Slender Tone</b>	<b>Galvanic Treatment</b>
<b>G8</b>	<b>Bust Lifting Treatment</b>



Our modern equipment will help boost your metabolism and deals with stubborn excess fat by focusing on specific areas like cellulite on thighs, wobbly tummy and bust. Our program is safe and cost effective and leaves you rejuvenated, stretch mark free, and relaxed, motivated.

For more details call Nelly 0722 874 317 or Lucy 0722 987 025





## Diva 'Dream Girls' Premier...



5.30 pm Wednesday February 14th, and all roads lead to sarit centre where Fox theatres as looking beautiful all done up in pink for the Diva Dream Girls Movie Premier, where the Standard Chartered Diva Club hosted 1,000 Diva's for a fabulous divalicious night out on Valentines Day.

The Diva's arrived in style! Looking fabulous in pink; they were welcomed by screaming fans; and paparazzi. The ladies signed autographs, couples posed for photographs or hang out before the show and enjoyed delicious bitings and drinks.

On to the show where Diva's enjoyed a thrilling performance from Beyonce and Oscar Award winner Jean Hudson. Richard Etemesi, MD & CEO Standard Chartered, also shared his thoughts with the press. Diva's were immensely thrilled and a great time was had by all!

"The DIVA club is the best thing that ever happened to Kenyan ladies" gushed one happy Diva at the end of the show!

Well, were glad you enjoyed it...look out for more fab events from the DIVA club!

## Diva Promo winners...



1. Winners, Linda Mwakugu, Catherine Matu, Hellen and Catherine Njeri receive their gorgeous gizmos from Celtel.
2. Winners receive their vouchers for Spa Treatments, from Signature Spa and Mani – Pedi 's from Top of the World.



## Sneak Peak!

inaara  
style your life

The Diva team hit the streets for you and found some gorgeous gift items and treats for your kitchen and dining room table. And what's more... prices range from as low as Kes. 200/=. Look out for the next issue of 'Diva' for more...



Look out for our next promo where we will give away 10 bottles of pink bubbly champagne...!

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