

What's On

Introduces Elite membership plan with 2 premium specialty menus

Diet Care expands its offering with premium specialty program

KUWAIT CITY, Nov 2: Diet Care, Kuwait's leading provider of health and nutritional programs and services announces its business growth offering of an all-new specialty program known as the "Elite", a luxury membership plan for those seeking locally-grown and refined premium meal options. This marks the 12th program of a series of health lifestyle, fitness, weight loss and specialty plans.

This premium specialty program is split into two menus, the "Elite Diamond" and the "Elite Gold" both offering fresh, healthy locally-sourced and all-natural selection of meals and ingredients, giving the Kuwaiti market a unique experience that is a first-class luxury plans as part of healthy living.

Diet Care is a subsidiary of A'amal Holding Co. a trusted Kuwaiti enterprise with efforts to increase its business offerings to meet on-going market trends and satisfying various client needs.

Nutritional

Diet Care's Director of Clinical Operations, Sarah Dimashkieh said: "At



Diet Care, we constantly seek options that work around current lifestyles for customers to obtain optimal health and nutritional results.

Diet plans and weight management

programs work best when they are personalized to fit unique needs and preferences, which is why we continue to study market lifestyle trends in order to tailor our offerings accordingly. The



Photos from the event

new Elite program is yet another way to facilitate healthy living for individuals who find that locally-grown products are of the utmost importance. It also goes to show that "healthy" does not

have to be bland and boring, but rather tasty, delicious, gourmet, and even luxurious."

This new membership has been customized to contain locally grown and

fed produce that will be offered specially for the Kuwaiti market. In addition to these healthy options, The "Elite Diamond" which is an upscale of the Elite menu plan which includes gourmet meal options such as quinoa, sushi, and veal.

The Elite Membership plan also provides unique services for clients which includes VIP lounge area with a fast-track service and priority in scheduling appointments and other services, a 24/7 hotline and a dedicated customer service representative assigned to meet all personal membership service needs, and an "Elite Membership Card" that includes unique client benefits redeemed throughout the membership plan.

All Diet Care meals are made fresh and delivered daily to the customers' doorsteps. The new menus are tailored based on customer preferences and are also customized into digestive capabilities to cater to individual health needs. This process is guided by a number of dietitians who provide individuals with information on their nutritional needs and intakes.



'The Italian' burger

Major, eagerly awaited annual event

McDonald's 'Taste of the World' returns, and first stop is Italy

KUWAIT CITY, Nov 2: McDonald's Kuwait has brought back its beloved 'Tastes of the World' annual campaign, which takes customers on a journey to discover flavors from different countries around the globe. Now in its fourth year, 'Tastes of the World' brings a range of great new limited time creations, kicking things off with 'The Italian' burger, which will be available at all McDonald's restaurants starting Oct 31 until stocks last. 'The Italian' will be followed by two more burgers with new flavors, which will be revealed soon.

'The Italian' is made with a deliciously juicy Halal chicken patty, two slices of Emmental cheese, a whole Boston lettuce leaf and tender tomato slices, all dressed in a mouth-watering basil pesto mayo sauce in a soft focaccia-style bun. 'Tastes of the World has become a major and eagerly awaited annual event at

McDonald's, as it brings innovative experiences and flavors that our customers love. These mouth-watering sandwiches introduce a range of exciting high quality new ingredients and dressings, in line with our never-ending commitment to provide the highest quality to our customers," said Sherif Coutry, Marketing Director at McDonald's Kuwait.

Customers should also look out for two additional limited-time experiences. The first is a bite-sized spicy delight with the 'Jalapeno Blasters', featuring a breaded jalapeno stuffed with creamy cheese. Then there is also the all-new and refreshing Mango Pineapple McFizz, a tasty tropical fusion that builds on the popularity of the juice version launched for a limited time earlier this year.

For more information on The Italian and Jalapeno Blasters limited-time offers, please visit www.mcdonaldsarabia.com.



Jana's dream to be a princess came true with NBK.

'I Dream to Be'

NBK grants Jana her princess wish

KUWAIT CITY, Nov 2: National Bank of Kuwait (NBK) continues its "I Dream to Be" initiative, a first-of-a-kind initiative that aims at granting wishes for children with severe illnesses and special needs around Kuwait, giving them the chance to make their dreams come true.

Jana Muhammad, a 6-year old child who is undergoing treatment at Amiri Hospital, has always dreamt to become a princess. Therefore, NBK's family organized a princess themed party for her sixth birthday, where she looked like a princess from lip to toe.

"Jana's dream to be a princess is yet another wish granted through NBK's initiative 'I dream to be'. We are proud to be a part of the children's dreams and expand our support to them as much as possible," said Joanne Al Abdul Jaleel, NBK Public Relations Officer.

"I Dream to Be" initiative is a lifetime experience for children not only with life-threatening conditions but children with special needs as well," she added. "This initiative is a great way to spread joy and

show that there's always a positive side to a difficult situation. We ask children what they want to be and try to fulfill that for them."

NBK gives top priority to children through its commitment to corporate social responsibility. NBK works closely with the Kuwait Association for the Care of Children in Hospitals (KACCH), Bayt Abdullah for the Care of Children in Hospice (BACCH) and several other special needs organizations to maximize its reach to all the children in numerous hospitals and schools.

NBK has been at the forefront of supporting Kuwait's community through a range of initiatives towards education, health, sports and social responsibilities. The establishment of NBK's Children Hospital for Oncology and Hematology at Al-Sabah Medical Area stands as one of many ongoing corporate social initiatives towards health and children. "I Dream to Be" aims at focusing and supporting NBK's efforts towards children and addressing their needs as much as possible.

KUWAIT CITY, Nov 2: In view of their interest in the community affairs, Al Sayer Group CSR and Al Sayer Medical held a joint campaign in the activities of Cancer Aware Nation Campaign (CAN) on the occasion of world day for breast cancer under the logo "You deserve our care and attention" and World Heart day 2015 under the mission healthy heart choices for everyone, everywhere.

Cancer Aware Nation Campaign
As part of efforts to participate in the awareness campaign of early detection of cancer, Al Sayer Group participated with "CAN" in organizing a special event for all ladies working at the Group. The event was attended by Musaed Bader Al Sayer, Board Member Al Sayer Group Holding, Mrs Luluwa Naser Al Sayer, Treasury Manager in addition to a large numbers of participants.

On the occasion of inaugurating the awareness campaign, Eng. Nehad Al Haj Ali — Manager, Corporate Excellence, Mrs Nawraz Ibrahim Agwa — Assistant Manager Quality Assurance and Yehia Al Othman — Supervisor, Corporate Events represented Al Sayer Group Holding during the Press conference.

During the event, Dr Najlaa Al Sayed, Internal Medicine at Makki Jomaa Hospital gave a lecture about breast cancer disease and the importance of the early detection to fight this disease.

Al Sayer Medical Company Endorses Breast Cancer Awareness Campaign
Al Sayer Medical participated in the event by displaying variety of medical tools and equipment related to this disease.

On the occasion of inaugurating the awareness campaign, Dr Hossam Afify, GM of Al Sayer Medical Company said: "The company is eager to support all awareness activities to increase the general health and raise the health awareness in the society. Therefore, we have worked in collaboration with our partner Mentor, one of Jhonson & Jhonson's Companies, to support this campaign. Mentor is a global leader in the industry of padding and fillers used in Breast Reconstruction after Mastectomy in the case of cancer. Mentor is also keen on spreading general health culture among patients and give them the opportunity to recognize the available options for breast reconstruction which will make the patient live normally and will reflect positively on her psychological health."

He added "The number of Breast Reconstruction surgeries in the middle east is relatively low comparing to USA and Europe, because of the lack of the patient's knowledge. We are proud of representing Mentor Jhonson & Jhonson's in Kuwait, certified by US Food & Drug Organization. Mentor has published an instruction booklet for patients which explains the Breast Reconstruction surgery in details, in addition to few leaflets for breast self-exam and Breast Cancer Early Detection which helps in early treatment and will affect to raise the percentage of recovery. We also keep advising ladies on the age of 35 and above to visit their doctors and make the annual periodic examination.

At the end of the event, the Top Management of Al Sayer Group Holding expressed their appreciation for CAN Campaign and the organizers for their great efforts and wished all the ladies health and wellness.

World Heart Day
World Heart Day, is an initiative by World Heart Federation to focus on creating heart-healthy environments by ensuring that people are able to make heart-healthy choices wherever they live, work and play. The mobile heart unit conducted medical examinations among the Group employees and visitors for early detection of risk factors related to heart diseases like high levels of sugar, cholesterol, blood pressure and salts.

Appreciating the positive support offered by Kuwait Heart Foundation Corporate Sustainability and Responsibility Manager Al Sayer Group Holding Nehad Al Haj Ali said "Al Sayer Group Management is always trying to provide a healthy work environment backed by all means of convenience and comfort including providing

Firm organises special event for female employees

Al Sayer participates in CAN campaign



A photo from the event



Kurt Geiger's Autumn/Winter 2015 collection

'Give your boot closet a posh makeover'

Kurt Geiger unveils Trend Alphabet for AW'15

KUWAIT CITY, Nov 2: Worried about seasonal trends being too restrictive? The problem with being a blind fashion follower is ending up looking like everyone else, so Kurt Geiger unveils something different for Autumn/Winter 2015 — the Trend Alphabet. With 26 themes to live your sartorial life by this season, you won't run out of choices when it comes to styling!

We've narrowed down the list to some of the most noteworthy trends to look out for this Autumn:

A — All about the Backpack: Sling the fashion world's favorite bag — the backpack — on your shoulders this Fall. That's the easiest way to dress down like a model off-duty!

B — B series: Kurt Geiger's B series of heels, including the Berwick, are your ultimate weapon for the upcoming party season.

E — Equestrian Burgundy: It's okay to wear boots again! Give your boot closet a posh makeover with the addition of these beautiful burgundy styles with an equestrian inspiration.

H — Handbag Envy: Flaunt your style and induce serious handbag envy among onlookers with Kurt Geiger's range of must-have accessories. The fur-covered Kate is an absolute fashion indulgence!

Q — Queen of Stilettos: Kurt Geiger is known all over the world for exquisite stilettos — and we've come out with

even more interesting designs this Autumn, like this reiteration of the popular Bond in beautiful cobalt.

R — Red: The ultra-versatile London tote gets an exotic makeover this season — croc skin in an eye-catching red hue that will have everyone ogling at your arm candy everywhere!

W — Wet Look: Dare to wear thigh-high, wet look boots in gorgeous patent leather! The Wolf boots may come at a higher cost-per-use, but you'll feel like a completely different woman every time you wear them!

The AW'15 collection for women is available at the Kurt Geiger Stores located at The Avenues and 360 Mall.

Exclusive summer campaign

Gulf Bank announces 2nd draw winners

KUWAIT CITY, Nov 2: Gulf Bank is pleased to announce the winners of the second draw in its exclusive 2015 Summer Campaign for its Credit and Debit cardholders. The campaign took place from Aug 1 to Sept 30 and all Gulf Bank credit and debit cardholders, who used their cards either internationally or locally, were automatically enrolled into the raffle draw for a chance to win a wide range of valuable prizes.

The second draw of the campaign took place on Oct 12, 2015. The winner of the grand prize, the Chevrolet Tahoe LS 2015, was Hmoud Mohammad Obaid Mejbil. Abdulmohsen Abdulrahman Al-Bishr won the Chevrolet Camaro LT Coupe 2015, while Ziad Nestas Antoun and Mohammed Saeed Majeed Ibrahim each



Abdulmohsen Abdulrahman Al-Bishr winner of the Chevrolet Camaro LT Coupe 2015

healthy meals served at the employee cafeteria in addition to encouraging employees to quit smoking and maintaining a healthy life style."

Meanwhile Dr Hind Shomar Board

Member Kuwait Heart Foundation said "World Heart Day 2015 encourages us all to reduce our cardiovascular risk, and promotes a heart-healthy planet for those around us. World Heart Day takes place

on Sept 29 each year to inform people around the globe that heart diseases and strokes are the world's leading cause of death, claiming 17.3 million lives each year and the numbers are rising".

Samsung makes UHD technology more accessible with JS7200

DUBAI, UAE, Nov 2: Samsung Electronics Co Ltd, the world's number one television brand since 2006, announced the newest addition to its extensive SUHD lineup today, the JS7200. Built with the SUHD's exclusive Nano Crystal Display Technology, the JS7200 makes Samsung's groundbreaking SUHD technology more accessible to everyone.

Joining three other models that were launched at April's GITECH Shopper.

The JS7200 was designed to elevate the viewing experience with Samsung's Nanocrystal Display technology and rich all-around sound. The new SUHD TV expresses more colors and is 1.3 times brighter than a conventional UHD TV, thanks to its Nano-Crystal semiconductors. The result is a brighter, more vivid display that delivers 1.2 times the color expression and a greater range of brightness, for true-to-life images.

"With the JS7200, we are making SUHD TV technology available to everyone who wants to have the best viewing experience at home, but want to reign in the costs. Without compromising on quality, Samsung leveraged its breakthrough nano-crystal color technology to create the JS7200. No other display in its category delivers such a rich tapestry of color and incredible sound," said Vinod Nair, Head of Consumer Electronics. "Consumers can

finally enjoy their favorite UHD content without being overwhelmed by the price."

Stylishly designed with a premium appearance and competitive technology, the wafer-thin JS7200 is encased in a stunning metallic bezel with a quick quad-core processor running the state-of-the-art Tizen operating system. The Tizen platform connects the JS7200 with an entire universe of devices and a host of content-providers. Packed with

unique features, the JS7200 delivers a truly interactive multimedia experience. "Quick Connect" automatically detects users' mobile devices and helps them to share content without any installation or tiresome setup process. The JS7200 is also equipped with the new Smart Hub from Samsung. The Smart Hub powers advanced multitasking, allowing users to browse through smart content while watching broadcast. A user-friendly interface that puts personalized

entertainment in one place, the Smart Hub is right at the heart of the viewing experience.

Certified by Digital Europe and CEA, the JS7200 is a True UHD featuring a resolution of 3840x2160 and only RGB sub pixels. The JS7200 will be available in 60", 55" and 50", starting at KD 3,999. The new television sets can be purchased as early as September 2015 at leading retailers in the UAE.