

Curves NEWSLETTER

CURVES JAPAN CONVENTION 2024: A GLOBAL CELEBRATION OF STRENGTH AND SUCCESS

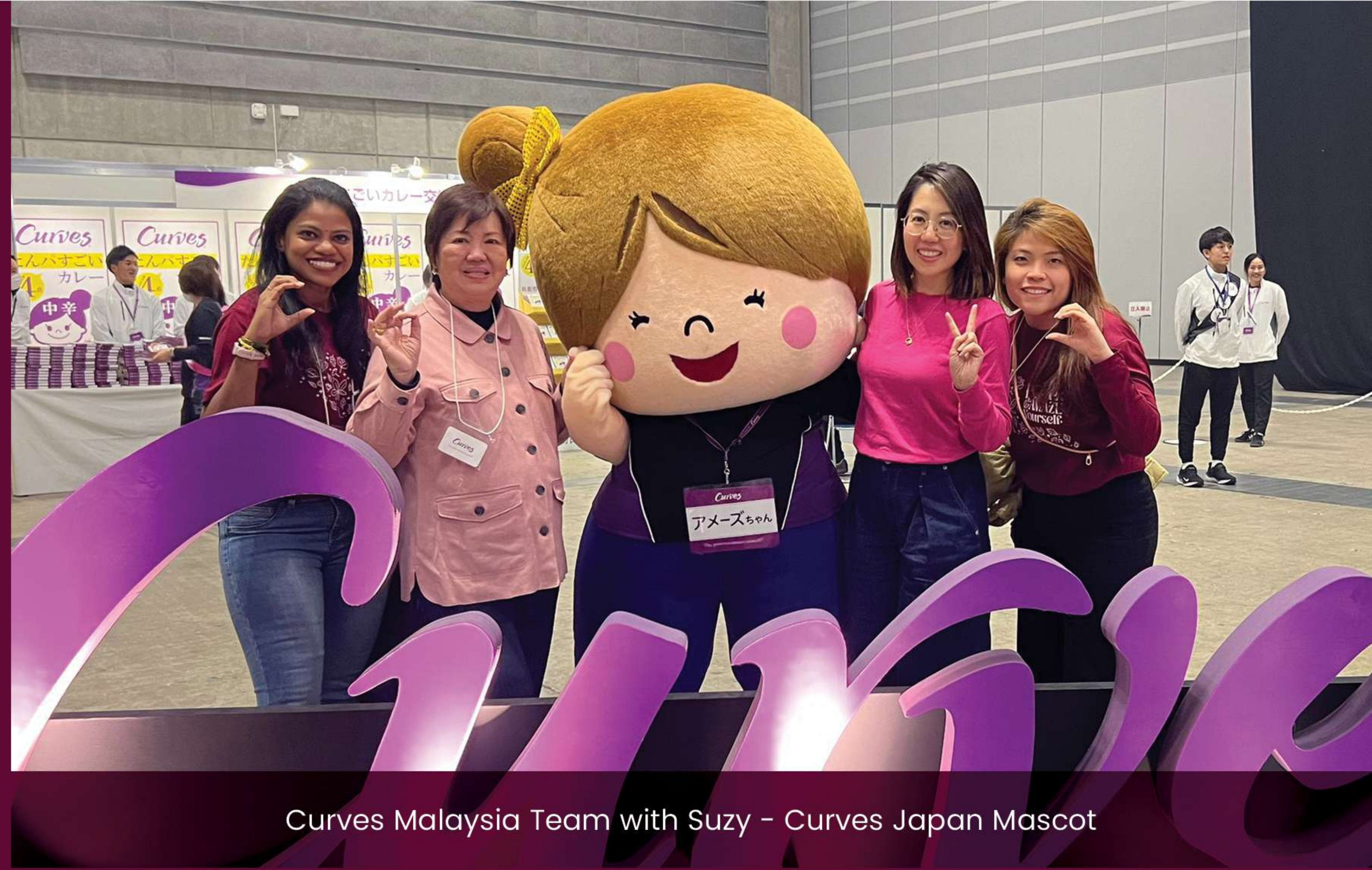
On 8 December 2024, the vibrant city of Tokyo played host to the spectacular Curves Japan Convention – an unforgettable event that brought together nearly 8,000 franchisees and staff from across the globe. This incredible gathering was all about progress, collaboration, and celebrating success, embodying everything that makes Curves a global force for women's health and fitness.

Curves Malaysia was proudly represented by an inspiring team comprising Chairwoman Margaret Chin, CEO Alison Chin, Manager, Operations and Business Development Catherine Tan, and Curves Kota Damansara's Club Manager Komathy Natharajan.

These exceptional women joined their peers from around the world to exchange ideas, celebrate milestones, and chart the future of Curves with innovation and passion.

The convention was packed with inspirational sessions and exciting announcements that showcased the power of the Curves community. With close to 2,000 clubs in Japan alone, this remarkable network continues to thrive and expand. From hearing success stories to sharing strategies for growth, it was a day filled with energy, motivation, and camaraderie.

As we reflect on the journey so far, events like these remind us that we're part of something much bigger – a global movement empowering women everywhere to become stronger, healthier, and more confident.



Curves Malaysia Team with Suzy - Curves Japan Mascot



Alison, Curves Malaysia CEO, with members of the Curves International Team and Japanese coaches

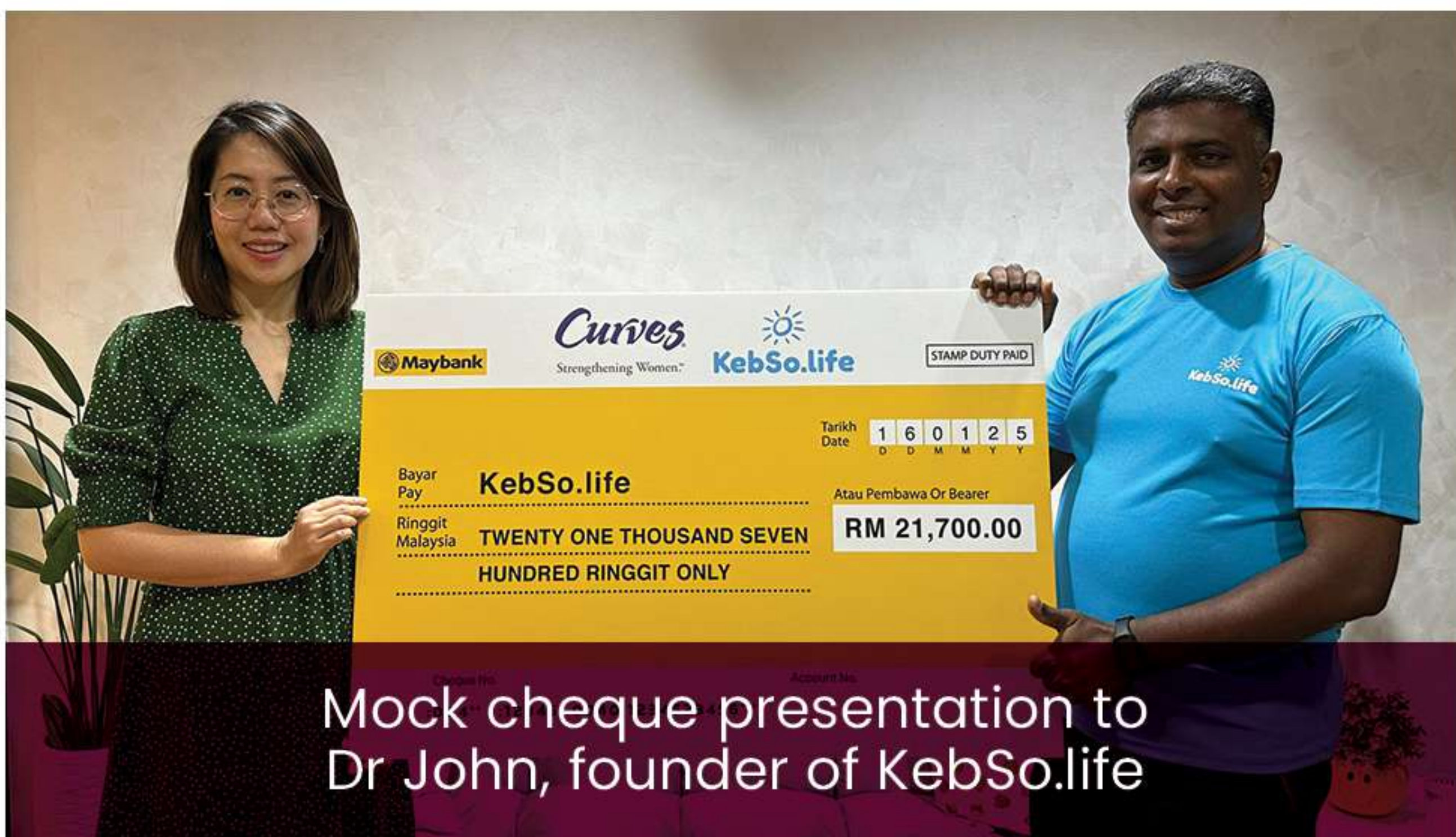


Curves Malaysia Team with Masumoto-San, Curves Japan CEO

CURVES GIVES BACK: A HEARTFELT THANK YOU TO OUR CURVETTES FOR YOUR GENEROSITY!



Total Amount Raised:
RM21,700



Mock cheque presentation to Dr John, founder of KebSo.life

As we step into 2025, we want to take a moment to celebrate the incredible success of our annual Curves Gives Back CSR initiative! This past festive season, we teamed up with KebSo.life (Persatuan Kebajikan dan Sosial Selangor dan Kuala Lumpur), a non-profit charity dedicated to uplifting hardcore poor families and underprivileged children in B40 communities. Together, we made a meaningful impact – and it's all thanks to YOU, our amazing Curves community.

From 27 November to 31 December 2024, Curves members came together to support by donating food baskets and school supplies. Your generosity raised an astounding RM5,120 for food baskets and RM16,580 for the Bag2School combo! Because of your kindness, countless families and children are stepping into the new year with hope, joy, and essential support for the school season.

On 6th January 2025, we had the privilege of delivering the food baskets and school supplies to SK Kuala Kubu Bharu and SJK Ladang Kerling.

Seeing the smiles on the faces of the students and their families was truly heartwarming and a reminder of the power of community.

And the giving doesn't stop there! As part of Curves Metrocity's CSR initiative, our wonderful members came together to support Lembaga Kebajikan Anak-Anak Yatim Negeri Sarawak, raising an incredible RM650.

This inspiring NGO is dedicated not only to taking care of the welfare of orphans but also to nurturing their development in other aspects of life, helping them grow into versatile and well-rounded individuals—just like everyone else. It's a mission that truly resonates with our Curves community, and we're so honoured to contribute to their cause.

As we move forward into an exciting new year, let's carry this spirit of giving with us. Thank you for making the Curves Gives Back campaign such a tremendous success. Here's to more moments of strength, generosity, and unity in 2025!



AND THE WINNER IS... TOTAL BODY FAT PERCENTAGE LOSS CHALLENGE CHAMPIONS!

What a November it was! The Annual Total Body Fat Percentage Loss Challenge brought all our Curves Malaysia clubs together to crush goals, learn new habits, and support each other.

Our amazing Coaches shared insights on fat loss, strength training, and nutrition, fueling your progress every step of the way. And now, the winning club is Curves Wangsa Maju with an impressive 56.2% total body fat loss! Huge congrats to the Curvettes and Curvengers for this incredible achievement!

But truly, everyone is a winner – whether you lost body fat, gained muscle, or stayed consistent, you've made amazing progress. The challenge may be over, but the journey continues!



10 YEARS STRONG & A SPARKLING DIWALI CELEBRATION AT CURVES BANDAR SRI DAMANSARA!

What an unforgettable celebration we had at Curves Bandar Sri Damansara's 10th Anniversary cum Diwali Celebration!

The gym was buzzing with energy, laughter, and the vibrant colours of Indian traditional outfits as members, friends, and family gathered to mark this amazing milestone. From the moment the doors opened for our Open Day, the spirit of togetherness and festivity filled the air!

The highlight of the day? A super fun and energising Bollywood dance session! Oh, and the potluck party? What a feast! Members brought their favourite dishes, sharing flavours from every corner of the kitchen. It was a culinary adventure that left everyone's taste buds dancing.

This celebration was more than just a party – it was a reflection of 10 years of strength, support, and sisterhood. To everyone who's been part of Curves Bandar Sri Damansara's journey, THANK YOU for making this community so special. Here's to many more years of fitness, fun, and fabulous memories!



STEPPING UP TOGETHER: TRAIL WALKS WITH CURVES BANDAR UTAMA & CURVES BANGI SENTRAL!

What a weekend of movement, laughter, and connection as Curves Bandar Utama and Curves Bangi Sentral took to the trails for two incredible walks in the great outdoors!

Curves Bandar Utama Trail Walk at Bukit Kiara

The scenic trails of Bukit Kiara came alive with energy as 34 enthusiastic participants, including our super-spirited Curvengers, joined the adventure. Starting the morning with great vibes and plenty of smiles, the group tackled shady paths, rolling inclines, and photo-worthy stops with determination and camaraderie.



Curves Bangi Sentral's Fun Walk at Taman Saujana Hijau, Putrajaya

Meanwhile, over at the breathtaking Taman Saujana Hijau, members of Curves Bangi Sentral enjoyed a fun walk filled with joy and team spirit. Against the picturesque backdrop of lush greenery and rolling hills, the group embraced the beauty of the morning with plenty of selfies, laughter, and, of course, steps!

The trails were buzzing with positivity as members cheered each other on, proving once again that fitness is always better when shared with friends. With the sun shining and hearts full, the Curvettes wrapped up their day feeling accomplished and inspired to keep moving forward.



THANK YOU HOMESOY... LET'S "STOP THAT DOT"!

A huge shoutout to HOMESOY for their generous sponsorship, giving out a carton of milk for every new sign-up – a delicious boost of plant-based goodness on your fitness journey! HOMESOY is also making a real difference with their "Stop That Dot" campaign, raising year-round awareness for breast cancer and encouraging regular mammogram screenings. Don't miss the colourful, educational stickers around the gym, inspired by their mission—snap a pic, share the message, and tag them!

Want to know more about HOMESOY and their amazing work? Follow them on social media:

Instagram: @myhomesoy

Facebook: HOMESOY

CURVES X Ellgy plus SWEATING IT OUT PAMPERING IT UP!

What an exciting journey it's been with our Curves x Ellgy Plus challenge! A huge shoutout to everyone who gave it their all, and a special cheer for our top two ladies from each Club who achieved the highest body fat percentage loss – you crushed it! Thank you to every Curvette who participated – you're all winners in our hearts!

Want to discover more about Ellgy Plus and their amazing skin-pampering solutions? Follow them on social media for tips, inspiration, and product details.

Instagram: @ellgyplusmy

Facebook: EllgyPlusMY

CURVES X COW STYLE WRAPPING UP AN INCREDIBLE CHALLENGE!



The Curves Malaysia x COW STYLE Malaysia Challenge has officially come to a close, and we're still buzzing from the incredible progress and energy you brought to this journey. Over the past weeks, your commitment to increasing your Basal Metabolic Rate and embracing healthier lifestyles was inspiring. A huge congratulations to the winners who achieved the highest basal metabolic rate increase and won luxurious COW STYLE Malaysia gift bundles—your dedication is truly inspiring!

For more skincare inspiration and a touch of Japanese luxury, don't forget to follow COW STYLE Malaysia on social media:

Instagram: @cowstylemalaysia

Facebook: CowStyleMY

CLUB ACTIVITIES

STRIKES, SPARES, AND SMILES: CURVES SERI MANJUNG BOWLING FRIENDLY!

What a fantastic day of fun, laughter, and friendly competition at Esplanade Bowl, Kampung Koh, on 14 December!

Members and coaches of Curves Seri Manjung came together for an unforgettable Bowling Friendly, where the energy was electric, strikes were celebrated, and gutter balls sparked laughter.

A big thank you to everyone who joined in and made the event a success—whether you scored a perfect strike or simply enjoyed the fun, the real win was the connection we shared! Here's to more exciting activities ahead!



A FEAST OF FUN: POTLUCK DAY AT CURVES METROCITY KUCHING!

What a memorable day at Curves Metrocity Kuching for our epic Potluck Day filled with food, fun, and games! Members and coaches brought their best recipes, creating a spectacular spread of local delights and sweet treats that made our taste buds dance.

The games added even more excitement with laughter-filled team challenges and friendly competitions, creating a vibrant, energetic atmosphere. A huge thank you to everyone who joined and made the day unforgettable—Potluck Day reminded us that Curves is not just a gym, but a community, a family, and a place to celebrate every moment together!



BOWLING FUN WITH CURVES WANGSA MAJU!

On 14th December, our amazing members brought their energy and excitement to Ampang Superbowl @ Ampang Point for a day of laughter, strikes, and unforgettable moments!

From epic team spirit and friendly competition to cheers that echoed with every spare and strike, it was pure joy all around. Winners snagged awesome prizes, but the real highlight was the fun and camaraderie we shared.

Thank you to everyone who joined and made this event such a smash hit—stay tuned for more exciting adventures with the Curves Wangsa Maju community!





CURVENER

Say hello to Farahani Rahman, the energetic and inspiring Regional Operations Manager at Curves Awqaf Holdings Berhad HQ! With 5 years of experience, Farahani has been leading the charge in empowering members and clubs to achieve healthier, stronger, and more confident futures.

When she's not keeping operations running smoothly, Farahani loves indulging in her passions for traveling and sports. Whether she's exploring new destinations or breaking a sweat, her adventurous and active spirit mirrors her dynamic leadership style.

Fun Fact: Farahani believes working at Curves is the ultimate fountain of youth—she says it'll definitely make you look younger!

Her motto, "The greatest wealth is health," drives her commitment to ensuring every club member and team member embraces their journey toward wellness.

Next time you see her at the club, be sure to say hi—she's always ready to share her infectious energy and love for fitness!

Q1 2025 REWARD

Get ready to crush it this quarter! From January to March 2025, complete 46 workouts and attend 3 weigh-in sessions, and you'll snag an exciting Curves socks to celebrate your dedication and hustle!



LIMITED EDITION CURVES MONTIGO BOTTLE

Curves Malaysia is excited to collaborate with Montigo to bring you the ultimate hydration companion: the Limited Edition Curves Montigo Bottle valued at RM84.90.

With its chic Curves branding and Montigo's reputation for quality, this bottle is more than just functional—it's a celebration of your commitment to health and fitness. But don't wait too long! This limited edition gem is here for a short time only. Stay stylish, stay hydrated, and show off your Curves pride today!



SUBMISSIONS!

HERE, WE SHARE SUBMISSIONS FROM OUR CURVETTES AND CURVENERS!

SHARE YOUR STORIES WITH US AT SUBMISSIONS@CURVES.COM.MY

Nurhidayu Abdul Rahman Curves Kota Damansara I Made It Happen!

On 21 July 2024, I did something a little crazy – I joined a 21km run (Score Marathon). It was my first time participating in a half marathon! Previously, I only had the confidence to tackle 5km and 10km distances. I'm still not sure where all that confidence came from to jump into a half marathon, but as the event approached, doubts started creeping in. I even thought about pulling out because I wasn't sure I could do it.

But thanks to my amazing coaches, who rallied around me with encouragement, I decided to go for it! On race day, I pushed aside thoughts about my pace; my only mission was to prove myself that I could finish before the cutoff time.

And guess what? I did it! I completed the run in 2 hours and 55 minutes! I was exhausted, but my emotions were all over the place – tears of joy were definitely on the horizon as I crossed that finish line. Alhamdulillah, I didn't face any injuries during the run!



Curves
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