

Investing and creating opportunities for the future.

Scotia Beneficiary Stories: Isabel

Isabel Humphrey is one of seven winners in the latest Barbados Entrepreneurship Foundation (BEF) \$20 Challenge. She received the award for Best Case Study. Isabel is the owner of HUM, a skin care company, which produces a specialized sunscreen lotion. She spent many afternoons and late nights researching and developing the packaging for her products, and is thankful for her mom's support. Isabel is very happy that all the time and hard work that she has put into growing her business has paid off.

“ **It's really important that Scotiabank continues to sponsor programmes like the \$20 Challenge so all of us can have equal opportunities to thrive in the business community.** – Isabel ”

Scotiabank (Barbados) Limited has been supporting the BEF \$20 Challenge for almost a decade. The programme aids in the development of young people as they realize their full potential as young entrepreneurs.

bb.scotiabank.com



Scotiabank®