



CINDERELLA TALE . . . Skincare 5000 CEO Nam-hong Cho with Diva director Larissa Bright

## Fairytale for cosmetics creator

IT'S a Cinderella story that looks set to have a fairytale ending.

A Townsville skin care company which started with the most humble beginnings looks set to take its product overseas.

It's a dream come true for Diva Cosmetics founder and company director Larissa Bright.

The self-made millionaire was a former receptionist who turned herself into a successful businesswoman after developing a line of natural skin care and cosmetics in her Aitkenvale kitchen.

Seven years on, she's shipping her brand and products overseas — into the lucrative Korean market.

Ms Bright met with one of Korea's largest salon chain owners in Townsville yesterday to fine tune a deal to place Diva products on Korean shelves.

"It's very exciting," Ms Bright said.

"We met President Cho at Beauty World in Japan when we exhibited there. It was a very successful trip because we now have Mr Cho here to negotiate with us to put our products in the Korean market."

Ms Bright spent the day deciding on packaging and what products would be sold in Korea.

Skincare 5000 CEO Nam-hong Cho said he had been impressed with the high quality of the natural products.

He said his company had

been searching for a product which would be synonymous with quality and luxury.

"We have been looking for many years for good luxury and natural products," Mr Cho said.

"Diva is 100 per cent natural and Australia is known as the pure country. This was exactly the company and product I'd been looking for."

Mr Cho said he had no doubt the product would be snapped up.

Marketing manager Claudia Brumme said Diva would be placed into about 160 salons in Korea.

She said it was hoped the product could be in salons as early as October and the company was looking to expand to Asia in the coming years.