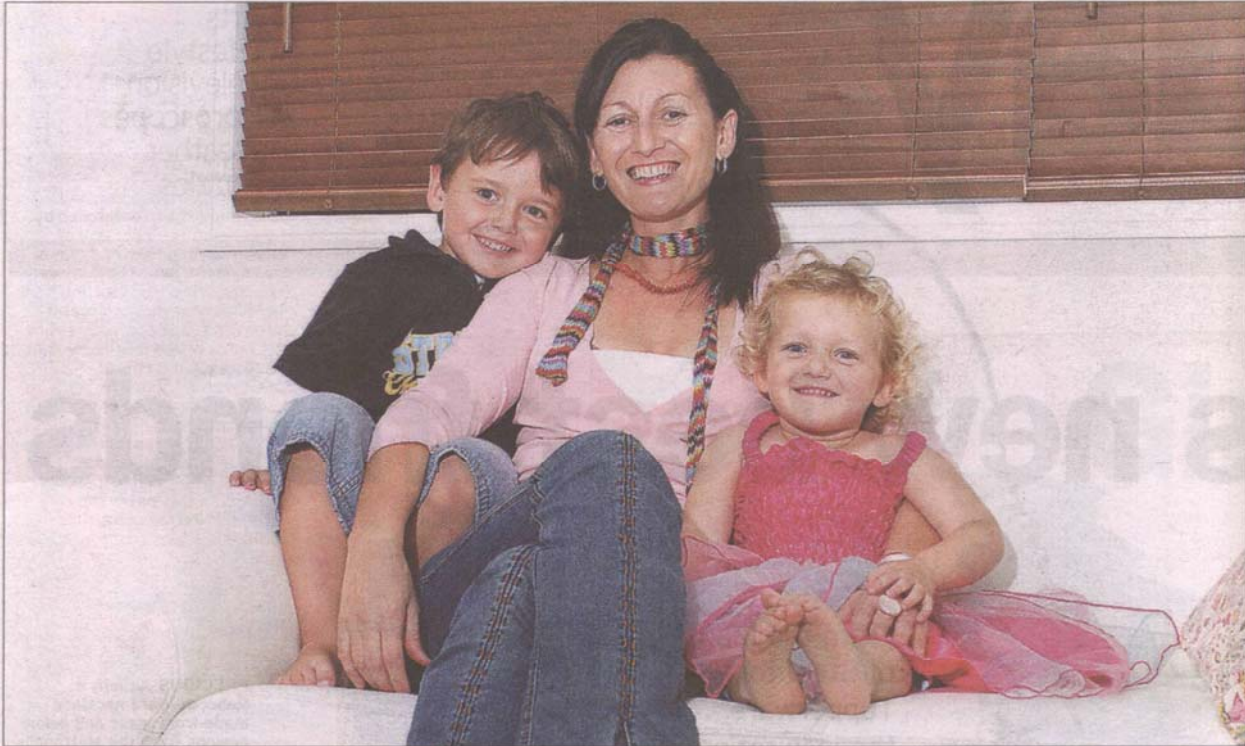


Diva's Founder: Larissa Bright Businesswoman of the Year 2006 Townsville

TODAY



HUMBLE beginnings ... cosmetics businesswoman Larissa Bright at home with her children, Jager, 4, and Dolma, 2.

Picture: Cameron Laird

Bright idea a real beauty

The Diva cosmetic range is a natural winner, writes
Anna Edwards

SHE burnt holes in her carpet and could barely pay her rent. But that was seven years ago, when she first moved from NSW to north Queensland's Townsville.

Now Larissa Bright, 34, mother of two, still based in Townsville, has a multimillion-dollar cosmetic company called Diva Cosmetics, 300 consultants and does business in Australia, New Zealand and Norway.

"Yes I did have very humble beginnings," Bright says.

"Seven and a half years ago I was mixing my own lotions and potions in my garage and could barely pay my rent."

From moisturiser to soaps and body oils, Bright made everything from scratch, sacrificing a few

home furnishings in the process. "I burnt a few holes in the carpet then," she says.

But she kept on making her own cosmetics and eventually decided to sell them at the Townsville markets.

It was their popularity at these markets that prompted Bright to expand her range and start recruiting and employing other women to cope with the demand.

Although she has moved a long way from mixing her own products in her garage, Bright says she will always subscribe to her original philosophy.

"I've always focused on having very, very, very high quality natural products," Bright says.

"All my products are fresh, natural, vibrant products that are fun and moisturising and don't have any fragrant additives."

Bright says her business, which is very much a family-friendly set-up, allows her to indulge her love of natural cosmetics as well as spending precious time with her two children.

"I can honestly say that after 7½ years, I haven't felt like I have spent one day at work," she says.

Her attitude can also be attributed

Bright's tips for great skin

- Moisturise your skin morning and night.
- Keep out of the sun.
- Drink plenty of water.
- Keep your skin clean.
- Smile and laugh a lot.



to her location. Formerly based in Sydney and working for the giant cosmetic companies Estee Lauder and Clinique, Bright says she loves living in Townsville and has never been tempted to move her headquarters to a capital city.

"I think I show that no matter where you are, even if you are in a regional location, you can make things happen," she says.

The Diva Cosmetic range includes body moisturisers, skin care products, candles, essential oils, lip gloss and the newly released baby range, products

for men and 100 per cent vegan lipsticks. Bright says the new baby range and the lipsticks are fast joining the best-selling product list.

The baby range was created because of her growing frustration with finding baby products she felt comfortable using on her son's skin.

And it is being comfortable in your own skin that drives her philosophy. Her views on beauty are not what you would expect from the owner of a cosmetic company.

"We think wrinkles are a sign of wisdom," she says.

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