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DIVA Media Press Release

The Diva Story...

Following is a story about a woman who created a business for women from nothing but sheer determination and in the process created a multi-million dollar company that caters for women in business. DIVA was founded by young mum of two, Larissa Bright and over the past seven years women from every state in Australia and more recently in New Zealand and Norway are embracing her natural fresh, fruit cosmetics whilst others utilize her range to create businesses around family commitments- something Larissa knows a lot about!

A revolutionary business, that grew purely by default and Larissa's passion to create something to help her find that elusive balance between work and family. In the process Larissa discovered other women across the country were screaming out for the same balance. And as it turned out a big problem (her need to create something that worked around family) became a huge opportunity !

Together, Larissa and her growing team have created a company like no other, a company that through putting people before profit has grown into an international success. And with innovative bonuses for her team that include guaranteed international and domestic family travel, full family private medical and company cars her fresh approach that considers the whole family is gaining her both fans and friends across the globe.

“At DIVA every day we are creating new ways to incorporate the family and their needs into our business, simple things like creating bonuses that specifically benefit the kids through to some incentives for our clients partners, in the end it's a team effort and our Consultants and myself nut out the benefits together- its not about a detached bureaucracy creating our marketing, bonuses etc.....its normally a group of mums and myself brainstorming around a kitchen table!”

Larissa Bright is just that – bright. It is not just because she had the smarts and enthusiasm to build a natural cosmetics company from a stove-top operation, but also because talking to the often-laughing Larissa is like stepping into a sunny room. Here is why 2006 is going to be an even bigger year than usual for Diva Cosmetics.

When Diva Cosmetics founder Larissa Bright started making soap on her kitchen stove, the research and development occasionally, and accidentally, involved burning holes in the carpet. Seven years later, Larissa is at the helm of a Townsville-grown multi-million dollar company which moves hundreds of thousands of units of natural, fruit and herb-based skin and body care products throughout Australia and New Zealand each year. Some 300 consultants sell Diva Cosmetics products. These days,

Larissa's research and development – far from burning holes in the carpet – consists of meetings in Asia with yang ylang farmers before flying on to Milan or Barcelona to liaise with world-class chemists.

2006 will be a big year for Larissa and Diva Cosmetics. After three years of trial and error, experiments and research, Diva will launch a makeup range, created with plant-based ingredients, and free of animal by-products and petrochemicals. “Seven years ago, when I took the first Diva products to the markets, I was just amazed that people would pay for something I had made,” Larissa laughs. “It was such fun. We had seven products then and now we have 74. The company's been doubling in size every year.”

Diva Cosmetics are sold by consultants who host in-home workshops for people interested in the skin and body care range. All but one of the consultants are women and most have families.