

# WHAT'S MY LINE?

Celebrating the entrepreneurial spirit

## Born Again Beauty

Through shared passion and determination, Mill Conroy and Dena Wiseman have transformed Bodyography into a force to be reckoned with.



With innovative cosmetics and fashion-forward marketing campaigns, Bodyography seemingly burst onto the beauty scene a couple of years ago after the company's Foundation Primer was voted best in the country by celebrity beauty bible *In Style*. Often compared to such consumer heavy hitters as Lancôme, Chanel and MAC, Bodyography is now a favorite of many editorial makeup artists and A-listers, such as beauty buffs Paris Hilton, Hilary Duff and India Arie. What most newbie

Bodyography groupies don't realize, though, is that their favorite company actually got its start in the early '90s.

Mill Conroy, the company's only remaining founder, recalls the original plan for Bodyography and how it changed before it even began. "Ira Schechter, Barbara Loeb and I noticed



stores like The Body Shop and Bath & Body Works cropping up everywhere," says Conroy. "We thought we could open a similar store, but sell products with natural ingredients. During our research, we discovered how few companies in the professional arena sold cosmetics. That's when we made the decision to go professional."

Even with this change of focus, though, Bodyography wasn't an overnight success. "Our line is finally receiving so much attention—as opposed to 10 years ago—because we overhauled everything," says Dena Wiseman who joined Bodyography four years ago as creative director. "Investing in public relations, upgrading our marketing pieces, updating product formulations

and making our photo shoots as high-end as possible have really helped to generate interest in Bodyography."

The company also has a winning ace up its sleeve. While industry insiders are eagerly awaiting the new fall marketing pieces for the Tribute collection, what they really want to know is what the new Tribute model will be wearing. Why? "Mill's aunt was Marilyn Monroe's business manager," says Wiseman, and she was able to procure some of Monroe's clothes. "Being able to feature pieces from Marilyn's wardrobe on our model is something no one else can do."

Regardless of this undoubtedly savvy marketing triumph, Conroy attests that the main reason for Bodyography's success is the company's unwavering philosophy: Make the highest-quality makeup at the best price, while always being innovative. "We'll only make a product if we believe it will be better than what's already out on the market," he asserts. "I'm in the field representing our products, so I need to feel confident about what I sell. I can screw up a presentation, but our products never let me down." —Liz Barrett



Still Life: Brooks Ayola; Fashion Photo: Bodyography Tribute Collection