



**LISA PRICE
Founder & President**

From humble beginnings in her Brooklyn kitchen, president and founder of Carol's Daughter, Inc., Lisa Price transformed her beloved hobby of mixing up fragrances and creams at home into a multi-million dollar beauty empire.

In the early 1990's, Price began experimenting with making her own fragrances and perfume sprays when she wasn't busy working on the legendary sitcom *The Cosby Show*. She added oils to unscented lotions, and began learning the aromatherapeutic and healing properties of the oils.

When the show finished its remarkable TV run in 1992, Price used the end of one chapter of her life to embark on another. With \$100 in cash, her own kitchen, and the simple notion that people should follow their hearts, Lisa started building the collection that would become a beauty revolution. She began by selling her homespun beauty products at flea markets, but then had to set up shop in her living room as demand increased. Favorable word-of-mouth spread like wildfire as her customers enjoyed such unique products as Mango Body Butter, Honey Puddin', Lemon and Rose Hand Cream and Shea Butter Skin Smoothie. Her business continued to grow, aided by the encouragement and assistance of family members and friends.

In August of 1994, Price officially established Carol's Daughter (the company lovingly named after her mother). Initially starting out with a handful of steady customers, those numbers grew in leaps and bounds as women outside her neighborhood and circle of friends began to take notice. Almost overnight, celebrities like Jada Pinkett-Smith, Erykah Badu, Rosie Perez and Halle Berry became loyal customers.

Price is the recipient of numerous awards, among them the National Black MBA Association's Entrepreneur of the Year Award (2000), the Working Woman Magazine's Entrepreneurial Excellence Award (2001) and the National Book Club Conference Terrie Williams Inspiration Award (2004).

She is also the author of *Success Never Smelled So Sweet*, a remarkable memoir that chronicles her transformation from a young Black woman deep in debt and burdened by low self-esteem to the president of a multi-million dollar business. Looking back on her years growing up in Brooklyn, Price vividly recalls her recurring connection with nature: a profound love and appreciation of the natural fragrances of the world. Price continues to encourage the entrepreneurial spirit of other women through her book, speaking engagements and business seminars.

Today, Carol's Daughter sells millions of dollars worth of products, employs more than 20 staff members and boasts seven stores across the country, with a flagship store in Harlem. Price hopes to continue expanding Carol's Daughter to other cities.

Price is dedicated to giving back to the community through both her business and her personal life. She has taken a hands-on approach to involvement in community fundraising walks and gala events for the Lupus Foundation of America. Additionally, Lisa generously and frequently offers product donations to community organizations both large and small in an effort to help Carol's Daughter's extended friends and family with their own outreach and fundraising efforts.

Price and her husband and business partner, Gordon, have two sons and a daughter and live in Brooklyn. When she can find the time (between managing her business and family), Price enjoys going to the beach and to the movies.