

Lisa Price (Carol's Daughter)

- In 1980s she landed a job as a writer's assistant on " The Cosby Show"
- Carol's Daughter started as a passion project,
- She was inspired by the way Prince smelled because an article she read said that he always smelled very good and she was also a big fan so then she just loved this idea of blending of fragrances and creating these unique scents
- She started by using lotions from the drugstore would put fragrances into them and blend it. It didn't work. Things would just separate and be kind of messy. And that led her into looking into making her own
- Attended public schools in New York, where she received her high school diploma.



- Lisa Price created Carol's Daughter (hair products, body creams and butters, oils and treatments)
- In 1993 she began making hair and body products
- All started in Lisa's kitchen
- She was melting cocoa butter, mixing oils and cooking other things up
- Lisa began selling her homemade recipes at local flea market, festivals, craft fairs and expos



- She kept reinvesting because she didn't have money that she could say, oh, well, I'm just going to go pull 10,000 out of my savings to start this business
- Started it in a very organic way and didn't do anything that she couldn't afford to do
- She realized she would get up out of bed to do this because she really do enjoy it. And then she remembers sitting on the edge of her bed and saying, wait a minute, maybe this could be a business.
- She learned how to make bath salts body scrubs and different types of moisturizers, shampoo and conditioners..
- Forrest was born March 18 of '96. And May 22 of 96, they moved into the home that they live in today. And it enabled them to have the space that they needed with the baby but also have space for the business to grow.

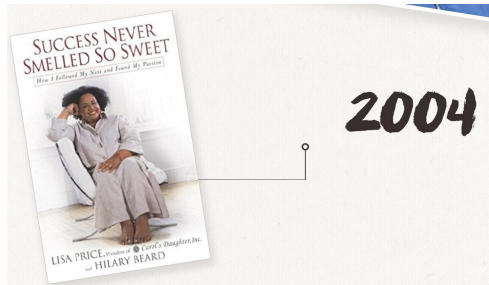
- When her second son, Ennis, was born, and she was in the hospital after having given birth. Her husband walks into the hospital with Essence magazine, and she was in the November issue.
- She remembers hearing that Edie Falco loved a moisturizer of hers because a makeup artist that she worked with on a show shared it with her.
- They took, between her two sons accounts something like \$3,500 out of the bank. And then one of her aunts loaned her another four or \$5,000.
- In 1999 they opened their first shop not in the house.



- In 2002 went on the “Oprah Winfrey Show”, went from 37 people on the website to 17,000
- Jay-Z, Will Smith, Jada Pinkett Smith were some of the investors. That investment helped them open up the additional store but also helped them to get into places like Sephora at the time and then Macy's
- In 2014. L'oreal bought the company
- Lisa never stopped trying especially when she was having a hard time making the stuff she was always determined



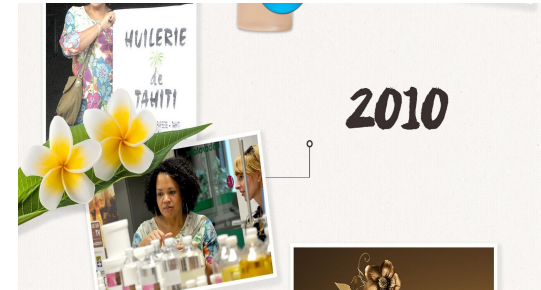
- In 2004 Lisa becomes an author, penning her story in “Success Never Smelled So Sweet.”
- In 2008 Carol’s Daughter launches on HSN.
- In 2010 After a trip to Tahiti, Lisa discovers the island’s sacred beauty recipe, Monoi Oil and brings it home for you to love.
- In 2011 Monoi launches, becoming our No. 1 selling haircare collection!
- 2014- 2015 Their hair, body and skincare recipes become even more accessible after launching in Target.
- 2016 Carol’s Daughter launches into 30K retail stores across the country.



2004



2008



2010



2011



2014-2015



2016

Personal Reflection

I choose Lisa Price (Carol's Daughter)because I use her products for my hair. Her products work well with my curly hair. I was surprised that this all started as a passion project and that it started in her kitchen. This story can help others because you can start anywhere and still become successful. You should always be determined and if you love something keep doing it. Never give up on something you're passionate about.