

UNSTOPPABLE WOMEN



LISA PRICE

FOUNDER & PRESIDENT,
CAROL'S DAUGHTER

Lisa Price's journey begins like that of many entrepreneurs—with curiosity and determination mixed with moments of panic and a resounding belief that products that were made with love and delivered on their promise would find their following. It was a company born of Price's love for fragrance and a passion for scent alchemy that formed the foundation of her high-performing products.

Carol's Daughter began in Price's Brooklyn kitchen. With a career in TV production, mixing up fragrances, perfume sprays, and creams served as a creative outlet. It wasn't long before Price began dabbling in aromatherapeutic oils, educating herself on their healing properties.

In 1993, Price, with the gentle nudge from her mother Carol, began to sell her products. With \$100 in cash and a cramped kitchen, she crafted a collection that would become the foundation of a beauty empire. Selling her homespun

concoctions at flea markets, and later out of her living room, favorable word-of-mouth began to spread for early iterations of Almond Cookie, Hair Milk, and Black Vanilla Hair Smoothie—all of which retain their cult status today.

"To name my company, I listed everything I was, and wanted to be, and realized the most special thing that I am, is Lisa, Carol's daughter."

Over the next few years, word spread, with celebrities like Jada Pinkett-Smith, Erykah Badu, Rosie Perez, and Halle Berry becoming loyal customers.

During the Obama administration, Price was appointed to the National Women's Business Council, an independent source of advice and policy recommendations to the President, Congress, and the U.S. Small Business Administration, on economic issues that face female business owners. Price was featured in

» GET TICKETS



UNSTOPPABLE WOMEN

the film *She Did That* (2019) and is the recipient of numerous awards, including the Sheen Magazine Beauty Industry Entrepreneur of the Year (2025) National Urban League Women In Harmony Award (2024), National Action Network Women's Empowerment Recognition (2024), Cosmetic Executive Women Achiever Award (2010), National Black MBA Association's Entrepreneur of the Year Award (2000) and the Working Woman Magazine's Entrepreneurial Excellence Award (2001). She is also the author of "Success Never Smelled So Sweet," a memoir that chronicles her transformation from a young Black woman deep in debt to president of a paradigm-changing business.

In April 2021, Price and Carol's Daughter partnered with the world-renown doula Latham Thomas and her foundation, The Mama Glow Foundation to launch Love Delivered, an initiative focused on raising awareness of the Black Maternal Health Crisis in the United States and the importance of advocates and doulas at the times when Black birthing people and babies are most vulnerable---before, during and after birth. Love Delivered is working to positively impact the lives of Black birthing people and babies by raising awareness about Black Maternal Health amongst 100 Million people and directly engaging 10,000 people to be advocates.

More than three decades later, even amid massive industry disruption, new company leadership, Carol's Daughter continues to thrive and remain relevant in an industry where brands come and go as quickly as trends change. In 2025, Carol's Daughter began a new chapter as an independent beauty brand under the leadership of its founder and new President, Lisa Price, alongside an independent beauty entrepreneur with a proven track record of acquiring and growing beauty brands, including Dermablend, AcneFree, Baxter of California and Ambi.

Now, in 2026, Price is marking that return with Lisa's Kitchen, the award winning collection is the brand's first launch as an independent company. It's a foundation-first scalp and edge care collection made with nurturing botanicals and skincare-inspired ingredients, built around one idea: care before control, whatever your style. For Price, it's more than a launch. It's an invitation back to the community that's always been hers: come back to the kitchen.

Price and her husband, Gordon, have three grown children and still live in Brooklyn. When she can find the time, Price enjoys going to the beach, reading, crocheting, knitting, and watching movies.