

# Finding Aid to The HistoryMakers® Video Oral History with Lisa Price

---

## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Price, Lisa 1962-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Lisa Price,
<b>Dates:</b>	June 17, 2019 and November 8, 2006
<b>Bulk Dates:</b>	2006 and 2019
<b>Physical Description:</b>	13 Betacame SP videocassettes uncompressed MOV digital video files (6:02:46).
<b>Abstract:</b>	Personal care entrepreneur Lisa Price (1962 - ) founded Carol's Daughter, which grew from its homespun beginnings to a line of over 300 aromatic products and a flagship store in Harlem, New York. Price was interviewed by The HistoryMakers® on June 17, 2019 and November 8, 2006, in New York, New York. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2006_134
<b>Language:</b>	The interview and records are in English.

---

## Biographical Note by The HistoryMakers®

Beauty products entrepreneur Lisa Price was born on May 18, 1962 in Brooklyn, New York. She is the founder of Carol's Daughter, one of the first African American-owned product lines with a flagship store. During her childhood, she remembers the smell of the soap her grandmother made at their Brooklyn brownstone. Price attended public schools in New York, where she received her high school diploma.

In 1990, Price began making creams and lotions based on natural materials in her

kitchen. Encouraged by family members and friends, she began Carol's Daughter from her home in 1993. Her customers soon multiplied. By 1999, Price added mail-order, website and walk-in customers and her business moved from the parlor floor of her brownstone to a formal store in Brooklyn's upscale Fort Greene area.

Supported by a staff of twenty-three, the Carol's Daughter line boasts more than 300 aromatic products for the face, hair, body and home. Her clientele include celebrities like Jada Pinkett Smith, Will Smith, Halle Berry, Chaka Khan and Oprah Winfrey. In 2002, Carol's Daughter grossed more than \$2.25 million in sales. In 2004, Price along with Hillary Beard wrote her memoir, entitled *Success Never Smelled So Sweet: How I Followed My Nose and Found My Passion*. In 2005, a group of investors assisted her in opening a flagship store in Harlem on 125th Street.

Price makes time to give back to the community. Carol's Daughter donates monies, goods and services to not-for-profit organizations including the Arthur Ashe Foundation, Hale House, and the September 11th Fund. Her college speaking engagements and seminars encourage others to become entrepreneurs. Carol's Daughter's products are distributed nationwide.

Price lives in the Bedford-Stuyvesant section of Brooklyn with her husband, Gordon, and sons Forrest and Ennis.

---

## Scope and Content

This life oral history interview with Lisa Price was conducted by Harriette Cole and Shawn Wilson on June 17, 2019 and November 8, 2006, in New York, New York, and was recorded on 13 Betacame SP videocassettes uncompressed MOV digital video files. Personal care entrepreneur Lisa Price (1962 - ) founded Carol's Daughter, which grew from its homespun beginnings to a line of over 300 aromatic products and a flagship store in Harlem, New York.

---

## Restrictions

### Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

## Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

---

## Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

---

## Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

### Persons:

Price, Lisa 1962-

Cole, Harriette (Interviewer)

Wilson, Shawn (Interviewer)

Burghelea, Neculai (Videographer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews

Price, Lisa 1962---Interviews

---

African American businesspeople--Interviews

---

African American women executives--Interviews

---

## **Organizations:**

HistoryMakers® (Video oral history collection)

---

The HistoryMakers® African American Video Oral History Collection

---

Carol's Daughter, Inc.

---

## **Occupations:**

Personal Care Entrepreneur

---

## **HistoryMakers® Category:**

StyleMakers

---

## **Administrative Information**

### **Custodial History**

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

### **Preferred Citation**

The HistoryMakers® Video Oral History Interview with Lisa Price, June 17, 2019 and November 8, 2006. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

### **Processing Information**

This interview collection was processed and encoded on 2/5/2020 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

---

## Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

---

## Detailed Description of the Collection

### Series I: Original Interview Footage

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_001\_001, TRT: 0:30:53 2006/11/08

Lisa Price was born on May 18, 1962 in New York City to Carol Warwell Hutson and Robert Hairston, Jr. Her paternal great-grandmother was Jamaican. Her paternal grandmother, Hilda Hairston, immigrated to New York from Trinidad, where she married Robert Hairston, Sr., an American man who was the son of a slave. Price's maternal grandparents, Marguerite King Warwell and Francis Warwell, also emigrated from Trinidad, where they thought they were unable to have children. However, they had seven children after arriving in Brooklyn, New York. Her maternal grandfather worked as a handyman, and her maternal grandmother was a domestic who made her own hair pomade and massage oil, which was an early influence on Price's career in the beauty industry. Price often watched her grandmother make oils, and describes what she knows of her grandmother's recipes, which included herbal remedies like bay leaf oil. Price received her grandmother's bangles upon her death, and explains their significance in Trinidadian culture.

African American businesspeople--Interviews.

African American women executives--Interviews.

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_001\_002, TRT: 0:29:24 2006/11/08

Lisa Price grew up in the Bedford-Stuyvesant neighborhood of Brooklyn, New York. Her maternal grandmother, Marguerite King Warwell, made oils and hair pomade, which she gave to neighbors and friends. Price describes her mother's hair products; the smell of vanilla in her grandmother's kitchen; and walking home from elementary school with her maternal grandfather. She attended Calvary and St. Cyprian's School and P.S. 262, where she excelled academically. Wanting to attend a specialized high school, Price auditioned for the High School of Music and Art under the tutelage of her junior high school music teacher, and enrolled there with the hope of becoming a singer. Price looked up to singer Barbra Streisand, and watched television shows like 'The Jeffersons' and 'Good Times,' although she noticed that African Americans were rarely portrayed as professionals on television. She also describes her experiences of racial discrimination on the Long Island Rail Road, and in New York City's high end shops.

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_001\_003, TRT: 0:29:17 2006/11/08

Lisa Price's favorite scents in high school were Love's Baby Soft and her grandmother's Chanel No. 5, although she could not afford to wear it herself. Price spent her time outside of school with her family and studying. She excelled academically, graduating high school at sixteen years old. At her father's insistence, Price studied pre-law at the City College of New York in New York City, but struggled academically. She eventually left the school, and moved in with her future husband. They joined the Ausar Auset Society, a Brooklyn-based religious organization based on ancient Egyptian culture. Her husband became emotionally abusive, and she divorced him less than a year after they were married. She also left the Ausar Auset Society, and joined the all-female music group Tuxedo Gold. While out with Tuxedo Gold, Price saw a man selling oils on the street, and decided to mix her own fragrances. Her first fragrance, Number One, was inspired by Prince, whom she once smelled at Nell's nightclub in

New York City.

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_001\_004, TRT: 0:30:32 2006/11/08

Lisa Price mixed her first fragrance, Number One, in her kitchen, and began experimenting with different oils and products. Price also worked as a writer's assistant during the last two seasons of 'The Cosby Show,' and made fragrances for the show's cast and crew, including Phylicia Rashad. She created her beauty products as a hobby, and it was not until she saw a special on 'The Oprah Winfrey Show' that she realized she could start her own business. In the early years of the Carol's Daughter company, Price sold her products at flea markets, but the business quickly grew, and she soon began selling from her home on Saturdays. After becoming pregnant with her first child, Price decided to quit her job to work on Carol's Daughter full time. In 1997, Carol's Daughter was covered in Essence magazine, and the orders for her products increased. Needing more space, she sought out a commercial storefront. Price also describes the process of creating beauty products like body butter and shampoo.

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_001\_005, TRT: 0:29:18 2006/11/08

Lisa Price met her husband, Gordon Price, while singing backup for his brother's band at New York City's 308 bar, and married him in 1991. Looking for a storefront for her beauty products company, Carol's Daughter, Price found her ideal location in the Clinton Hill neighborhood of Brooklyn, New York. To obtain the lease, Price designed a business plan, and raised \$14,000 for the down payment by pooling her savings; borrowing from a friend of her mother; and looking for loose change in her couch cushions. Price remembers the store's grand opening in August 1999, and how the line of customers extended down the block. Price's company targeted African American customers, who had previously been ignored by the beauty industry. As her business grew, Carol's Daughter appeared in the media with articles in the New York Post and a spot on 'The Oprah Winfrey Show.' After her television appearance, Price received a book deal, and met marketing expert Steve Stoute, who became her

business partner.

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_001\_006, TRT: 0:28:22 2006/11/08

Lisa Price held the grand opening of the Carol's Daughter flagship store on 125th Street in New York City's Harlem neighborhood in 2005, two years after her mother's death. Price remembers the day of the grand opening and the celebrities in attendance, including Jay-Z and Beyoncé. Carol's Daughter was also endorsed by Will Smith and Jada Pinkett Smith, who inspired Price's Love Butter lotion, with the help of her business partner, Steve Stoute. Brad Pitt mentioned Carol's Daughter in an article, and Price shares her opinion of the ensuing controversy about his comments regarding his daughter, Zahara Jolie-Pitt's hair. Price talks about the success of Carol's Daughter; her hopes for its longevity; and its identity as an African American product. She also describes her public speaking engagements and her book, 'Success Never Smelled So Sweet.' Price concludes the interview by reflecting upon her life and how she would like to be remembered.

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_002\_007, TRT: 7:30:00 2019/06/17

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_002\_008, TRT: 8:29:20 2019/06/17

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_002\_009, TRT: 9:29:28 2019/06/17

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_002\_010, TRT: 10:28:44 2019/06/17

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_002\_011, TRT: 11:28:45 2019/06/17

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_002\_012, TRT: 12:29:15 2019/06/17

Video Oral History Interview with Lisa Price, Section  
A2006\_134\_002\_013, TRT: 13:09:28 2019/06/17