

A NATURAL SUCCESS

A big chunk of 19-year-old Jasmine Lawrence's income comes from Walmart. She doesn't work for the retailer though—they sell her Eden Body Works line of all natural hair care products in their stores.

After a chemical relaxer left her embarrassed and nearly bald at 11 years old, Lawrence vowed to never again put chemicals on her hair. But finding a truly natural product proved impossible. So she started experimenting to make her own. Soon, others were commenting on her gorgeous hair and she decided to help others have naturally beautiful hair, too.



A Network for Teaching Entrepreneurship summer camp and \$2,000 loan from her parents—using her allowance as collateral—provided the know-how and funding. Lawrence started selling her hair products to friends and family from her parents' basement when she was 13 years old.

Next, she asked salons in her Williamstown, New Jersey, hometown to carry her product. Sales were going well. But after she was invited to appear on the Oprah show, sales went through the roof. Big chains like Wal-Mart and Whole Foods called soon after that.

By the time Lawrence graduated high school, Eden Body Works was a multi-million dollar business and her mom had become a full-time employee.

But years of watching her engineer parents, both military veterans, immersed in technology had sparked her passion in robotics. Determined to follow her dream, she hired a management team to handle daily operations and moved south to earn a degree in computer engineering from Georgia Tech University.

As Lawrence likes to tell other teens, **“Just find your passion and live your dream ... All you have to do is just stay dedicated, stay focused, and just keep your mind on what you really want to do.”**