



LRC

Lawrence-Ray Concepts

Natural Hair Care System





VISION STATEMENT

Year after year, LRC will be regarded as the standard of excellence in the beauty industry. We will be the best and most desired hair care product and stratagem for stylist development in the beauty industry.

MISSION STATEMENT

LRC will dedicate itself to being the foundation makers for beautiful hair and healthy scalp. Through the creation of innovative hair care products and stylist development we will be the source for creating beauty for our customers and achieving lucrative revenue for our stylists, contractors and shareholders.

It has been stated “Lawrence Ray Hair is beautiful, healthy hair!” To uphold this declaration my dedicated mission is to produce products that create the foundation of beautiful hair and healthy scalp maintenance.

Lawrence Ray Parker



OUR HISTORY

Lawrence Ray Concepts™ (LRC) is a hair maintenance product company created by celebrity hairstylist and makeup artist Lawrence Ray Parker II in 2004. Drawing from years of product development experience gained working with other companies; Ray learned product development is based on targeting race before texture. This manner of product development produces ethnicity based products rather than products addressing the desire for healthy hair maintenance and scalp treatment.

Creating products addressing the desire for healthy hair of cross cultural clientele and professional stylists Ray knew would be the solution consumers and the hair industry was asking for. With this concept in mind, Ray teamed up with a group of organic chemists to develop Lawrence Ray Concepts Mega Bounce and Body Hair Care system™, a natural hair maintenance system for nourishment and treatment of hair and scalp.

Contact Us:

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HEALTHY HAIR BY LAWRENCE RAY CONCEPTS



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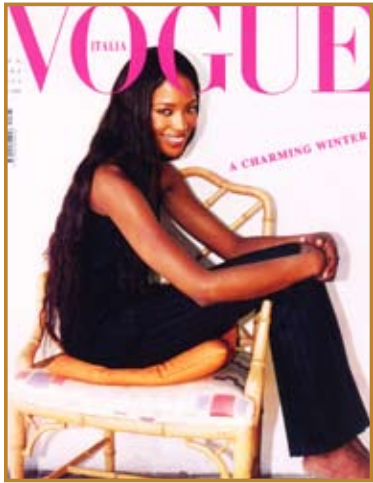
THE MAN BEHIND THE CONCEPT

Lawrence "Ray" Parker, CEO of LRC, is a talented, sought after celebrity hair stylist. Ray's many years of experience working in salons across the globe affords him extensive knowledge of hair care services. Ray's refined hair design skills are additionally complimented by his technical abilities. During his tenure with Design Essentials, Ray became one of the most requested educators, traveling nationally teaching chemical proficiency. As a result of his stellar tenure with Design Essentials, Ray was a recipient of the Service Award for Outstanding Performance and selected to create the styles for the year 2000 advertisements for Design Essentials Products.

Ray travels internationally speaking on a wide variety of topics, such as chemical interactions and the science behind hair maintenance. Ray also holds the status of Advanced Training in Hair Colouring and Shaping from Farouk Systems International. With Farouk Systems International, Ray established himself as a Platinum Level Educator working throughout forty-two countries and teaching audiences of up to twentythousand people.

Ray created the Lawrence Ray Concepts™ product line to address the cross cultural desire for a foundation product creating the environment for healthy hair and scalp maintenance. His experience has led him to work for numerous television shows, photo shoots and many celebrities. He has also created unique hairstyles for various periodicals and advertisement campaigns. This kind of creative initiative has made him one of the most sought after celebrity stylists in Hollywood. Ray has operated the private Lawrence Ray Concepts Salon in Los Angeles, California since 2004.

LAWRENCE RAY CONCEPTS PRESS & RED CARPET STYLE





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