



Kenneth "Baby Face" Edmonds and Antonio Marquis "LA" Reed

<https://www.youtube.com/watch?v=RmyBIkHkBgq>

<https://www.youtube.com/watch?v=i3OsgvqmxNw>

Kenneth "Babyface" Edmonds is a Grammy Award-winning producer, songwriter and vocalist known for the breadth of his work in R&B and pop music.

Born on April 10, 1959, in Indianapolis, Indiana, Kenneth "Babyface" Edmonds played with the band The Deele before forming a songwriting/production team with L.A. Reid. The two formed their own label, launching artists like Toni Braxton and TLC, and scoring multitudes of hits. Having helmed the *Waiting to Exhale* soundtrack among other projects, Babyface is a solo recording artist.

Antonio Marquis "L.A." Reid (born June 7, 1956) in Cincinnati, Ohio is an American record executive, record producer, A&R representative, and panelist. He is founder and current co-chairman of Hitco Entertainment.[2] He has served as the chairman and CEO of Epic Records and The Island Def Jam Music Group, the president and CEO of Arista Records

Before this he played with one of the hottest groups of the 70's "Pure Essence" which included *Steven Tucker, Kevin Kayo Roberson, Toney Coats, LA Reid, Larry Middleton and Toby Rivers Sr.* Pure Essence released one solitary 45 in the mid-1970s. They later appeared on local FM rock radio station WEBN's second annual LP compilation, but the group was renamed 'Essence'.

Toney Coats wrote the hit "Two Occassions", I played with a group called "The Ice Band" back then our manager "Jim" ran the "Club Diplomat" where Ice Band and Pure Essence would tare the house down.

Babyface joined the 1980s group The Deele, which had several R&B hits. He and fellow musician L.A. Reid would go off from the band to become a highly successful, chart-topping songwriting/production team. The duo crafted work for the likes of The Whispers, Pebbles (whom Reid married), Karyn White, Sheena Easton and Bobby Brown, forming their own label—LAFace Records—in 1989.

Babyface was also working on his career as a solo vocalist, offering his debut album *Lovers* in 1986. Though a private man who often preferred to be out of the spotlight, he made a mark and then some with his second full-length release—1989's *Tender Lover*, a double-platinum affair which featured the R&B No. 1s "It's No Crime" and the title track, as well as the Top 5 "Whip Appeal" and "My Kinda Girl."

Prolific Producer and Writer

Babyface and Reid soared as heads of their own label, which featured a roster of acts that included Toni Braxton, Usher, Outkast, The Tony Rich Project, TLC and Pink, while their musical production work yielded a multitude of No. 1s for a variety of artists. With a flair for relationship-oriented witticism, Babyface served as writer or co-writer for acts like Boyz II Men (penning the hits "I'll Make Love to You" and "Water Runs Dry," for instance), Madonna ("Take a Bow") and Tevin Campbell ("Can We Talk?" and "I'm Ready"), among others.

He handled a share of the production/writing duties on the 1992 *Boomerang* and *Bodyguard* soundtracks. And, for the 1995 *Waiting to Exhale* soundtrack, which he produced and which featured Whitney Houston among an ensemble cast of female vocalists, he wrote nearly all of the tunes.