

Flawless by Gabrielle Union Announces Recipients of Lift As We Climb Grant Initiative For Black, Female-Owned Businesses



Flawless by Gabrielle Union awards \$75,000 in grants and mentorship sessions to three Black, female-owned businesses through its Lift As We Climb initiative

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Flawless by Gabrielle Union, a haircare brand intentionally crafted to celebrate versatile hair types, textures, and styles, today announced the recipients of its inaugural Lift As We Climb grant initiative for Black, female-owned businesses.

The initiative aims to help elevate and support Black businesses which have historically seen a barrier to access in capital, expertise, and opportunities.

"We were so thrilled to see the response to the initiative," said Gabrielle Union, co-founder of Flawless by Gabrielle Union. "We saw so much amazing talent and entrepreneurial spirit throughout the process, so we are excited to be able to shine a much-needed light on this success."

"It is an honor to be able to give back to our community of talented, Black entrepreneurs," said Larry Sims, co-founder of Flawless by Gabrielle Union. "This is just the start of the many ways in which Flawless by Gabrielle Union hopes to uplift Black voices and we can't wait to watch these businesses flourish."

To be considered, eligible founders submitted a one-minute video and a brand deck to an expert panel of judges, including Gabrielle Union, Larry Sims, Jacqueline Jones, Head of Strategic Partnerships across LinkedIn's Global Diversity, Inclusion & Belonging team, P. Bagels-Minor, Founder of DYRGNT Ventures, and Antoine Gregory, Founder of Black Fashion Fair. Out of 500 submissions, six finalists were chosen to participate in a virtual pitch competition on May 10th. Following the competition, one recipient from each of the three qualifying categories was selected.

The recipient from the fashion category is **Todd Patrick** by Desyree Thomas (Atlanta, GA).

The recipient from the skincare category is **O'Dara Exotic Skincare** by Najah Elessie (Garden Grove, CA).

The recipient from the haircare accessory category is **Sotro** by Stephanie Louis (Brooklyn, NY).

To learn more about Flawless by Gabrielle Union, please visit **flawlesscurls.com**.

Co-founded by Gabrielle Union and celebrity hairstylist Larry Sims, Flawless by Gabrielle Union aims to provide product knowledge and style education to everyone with its versatile collection of oils, cleansers, and conditioners for every hair type. Flawless by Gabrielle Union's texture-specific products are infused with exotic, hydrating ingredients such as Brazilian Bacuri Butter, Rice Oil Complex, and Lilac Leaf Extract, leaving out harmful additives such as sulfates, silicones, and parabens. The Flawless by Gabrielle Union collection aims to help individuals find their custom routine to hydrate, define, repair, and protect.

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Company Website

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