Gabrielle Union Launches a Hair Care Line

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When Gabrielle Union was 25 years old, she embarked on a natural-hair journey. But like many women who decide to say goodbye to hair relaxers, Union faced a number of challenges during her transition. She couldn't find the right ethnic products for her tresses, and she found it hard to keep her hair hydrated. So the actress developed a line of hair care products called Flawless, reports Ebony.com.

Union shared that working on the set of Being Mary Jane requires that she shoot two episodes on workdays, which may call for four or five different hairstyle changes. To counter the ill effects on her tresses caused by the constant manipulation necessary to achieve new styles, Union began to look for products that would allow her the versatility to wear her own hair as well as rock wigs, weaves and extensions.

That search motivated her to consider combining different ingredients in a product cocktail that would address the major concerns of women with textured hair. "For some reason, we don't put enough emphasis on moisture with natural styles," she said. "I want to make it clear that the foundation of the Flawless brand is moisture and nourishing your hair."

In a video that promotes the line, Union explains that Flawless products contain three different oils for dryness, damage and hair breakage: avocado, marula and argan. The brand includes a smoothing shampoo and conditioner, a hair repair masque, a heat protection spray and an edge control gel; the products range in price from $19 to $29. Flawless debuted online March 1 and is currently sold exclusively at Ulta Beauty.

According to the brand's official website, Flawless products are safe for use on natural and relaxed hair, color-treated tresses and synthetic styles, like weaves or extensions. "For so many of us, we just hadn't found that perfect line, and this was my opportunity to create a line that was perfect for women with textured hair," she says. "It's all about versatility and healthy hair."

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