

Serena Williams turns entrepreneur

Olympic gold winner Serena Williams is now the co-founder and brand ambassador of an athletic beauty brand Mission Skincare.

'I have always been disappointed with the lack of skincare products that can not keep up with the demands athletes need for their skin,' people.com reported Williams as saying.

'When I learned about Mission and their focus on innovative skincare solutions for everyone with an active lifestyle, I knew I could have an impact on the company,' she added.

Mission Skincare has a range of athlete-engineered skincare products allowing athletes to focus on their sport and maximise performance. Some of the newly-launched products are SPF 30 face stick, lip protector and anti-friction cream.

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