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**FOR IMMEDIATE RELEASE**

**SEPHORA TO LAUNCH AN INSPIRING NEW PROGRAM**

**New York City, N.Y., Nov. 23, 2021-** Sephora announced today that it would be teaming up with Girls on the Run to launch a new program called Be You. This program will work with young girls to educate and inspire them to be leaders in health and beauty. Be You will launch on Jan. 3, 2022, at local schools all over the United States. Sephora was very passionate about launching this new program to work with Girls on the Run to combine their missions of teaching young girls to overcome stereotypes and societal standards to help empower them to become bold, brave and confident. Be You will work with young girls to create beauty products that break down the stereotypes, standards and lessons to help inspire other young girls.

“At Sephora we believe in allowing our customers to define what beauty is to help embrace their bold choices in expressing themselves. By joining with Girls on the Run we will work to continue breaking down societal standards so that everyone can be free to express themselves,” said Kayla Olsen, CEO of Sephora.

“We are thrilled to work with Sephora on continuing to inspire young girls on their potential both in health and beauty. It’s very important for young girls to break down barriers in the beauty world and we are excited to work towards a more inclusive environment with Sephora,” said Lila Glassner, Founder of Girls on the Run.

“Our team here at Be You is so excited to begin inspiring and teaching young girls to be themselves. We are so grateful for all of the hard work Sephora and Girls on the Run have put into this program to ensure its success,” said Paige Blackman, Director of Be You.

Registration begins Dec. 10, 2021. For more information, visit [Sephora.com](http://Sephora.com).

*Girls on the Run is a nonprofit organization that strives to educate young girls about their potential with a fun curriculum integrating running. With over 12,000 locations across North America, Girls on the Run upholds its mission of being accessible and inclusive to every girl who wants to participate in its program.*

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