

SEPHORA

Sephora
845 Market St. Space 241, San Francisco, CA 94103
Sephora.com

Brenna Fels

Email: brennafels@syracuse.edu

Telephone number: 484-249-6397

Fact Sheet: Celebrating Sephora's 50th Anniversary - July 1, 2022

Overview of Sephora

- Sephora offers a wide variety of personal care and beauty products with a unique and personalized shopping experience. Sephora has dedicated its time ensuring everyone has a sense of belonging and is looking to expand its effort in having more diverse products.

What

- Sephora will celebrate its upcoming 50th anniversary by offering a sale available online and in stores. During the 72-hour celebration, all products will be 10% off, and customers will receive one free product with their purchase. Sephora will donate 10% of all sales to empowering women.

When

- The sale begins at midnight on Aug. 1, 2022, and ends at midnight on Aug. 4, 2022.

Where

- The sale and free product will automatically be applied at checkout online and in all Sephora stores.

Quotes

- "Sephora prides itself on its efforts to create a welcoming and inclusive environment. To help celebrate 50 amazing years, we look forward to continuing our efforts to support and empower women to be bold and fearless," said president of Sephora, Jenny Blackman.
- "We encourage everyone to step out of their comfort zones and use the upcoming sales as a time to try something new and be bold," said Alexa Olsen, vice president of Sephora.

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Founded in France in 1970, Sephora is the world's leading beauty store that strives to offer an inclusive, diverse and interactive shopping experience. With over 2,700 stores found in 35 different countries, Sephora's popular products are easily accessible. Guided by its core company values, Sephora offers products attractive to everyone along with services to promote bold and fearless choices. For the past four years, Forbes has recognized Sephora as one of America's Best Employers. For more information, visit sephora.com.