

SEPHORA

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

News Release

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FOR MORE INFORMATION

Brenna Fels
Public Relations Professional
484-259-6783
Brennafels@syracuse.edu

Sephora celebrates its upcoming 50th anniversary

SAN FRANCISCO - Sephora will celebrate its 50th anniversary by offering 10% off all products, and one free product with each purchase Aug. 1- 4 online and in all Sephora stores.

Sephora will celebrate its upcoming 50th anniversary by offering a sale available online and in stores. The sale begins at midnight on Aug. 1, 2022, and ends at midnight on Aug. 4, 2022. During the 72-hour celebration, all products will be 10% off, and customers will receive one free product with their purchase. The sale and free product will automatically be applied at checkout online and in all Sephora stores. Sephora will donate 10% of all sales to empowering women.

President Jenny Blackman and Alexa Olsen, vice president of Sephora, look forward to celebrating Sephora's long-standing relationship with customers and encourage them to try new products with this promotion. By donating 10% of its profits to empowering women, Sephora hopes to continue to foster a community where everyone is free to express themselves.

"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 Olsen.

Sephora has remained determined to uphold its mission to provide a welcoming environment for everyone and has made tremendous efforts to achieve this. Sephora received a perfect score on the Human Rights Campaign's Corporate Quality Index and is the first major retailer to take the 15 Percent Pledge. Sephora publishes biannual share outs with its progress towards creating an inclusive environment for everyone to increase awareness of its efforts.

“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 Blackman.

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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.