

Sephora's DEI Initiatives

Sephora strives to create an atmosphere that allows everyone to feel welcomed to foster fearlessness and creativity. Sephora has implemented new diversity, equity and inclusion efforts to continue its commitment to making a more inclusive environment.

Sephora is working to change its representation and services for clients of color and other minorities. In June 2020, Sephora committed to ensuring that Black-owned companies fill at least 15% of its shelf space. To show further support to Black-owned companies, Sephora began working to provide more knowledge and connections to help these companies launch and develop to have a successful future. In 2020, Sephora worked to ensure its content was accessible for its diverse audience by increasing Spanish-language content and using closed-captioning. In 2019, Sephora launched its Sephora Squad program, which helps recognize diverse leaders in the beauty industry.

For Sephora's employees, Sephora is working to create a fair and anti-racist work environment. A new resource toolkit has been created to hire employees, and bias training must be completed more frequently to ensure the workplace showcases more inclusive behaviors. As Sephora works to hire people of all abilities, people with disabilities have accounted for 12% of employees in distribution centers since the end of 2021.

I do believe that the initiatives that Sephora implemented are necessary. These initiatives work to create a better environment where everyone is represented, respected and accepted. Sephora's mission is to develop a sense of belonging so that everyone can be free to celebrate their differences. These initiatives align with Sephora's mission as they are helping to inspire its customers by showcasing different kinds of beauty.