

SEPHORA

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FOR IMMEDIATE RELEASE

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Beauty is Inside and Out at Sephora New Program Making a Difference in Communities Across America

**Through *Values Inside Out*, Sephora's Stores Partner with Local Non-profit Organization
Desert Cancer Foundation of Arizona to Help it Achieve its Mission**

March 23, 2013, San Francisco, CA – Sephora Americas announced today the launch of *Values Inside Out*, a visionary partnership program matching Sephora stores across America with non-profit organizations in their own communities. Under this program, each store's team of cast members (Sephora's term for sales associates) will have the opportunity to choose a local non-profit they want to help through raising awareness, providing funds and contributing their own "sweat equity" to enable that organization to fulfill their mission over the course of 2013.

Mary Herald, Sephora's Executive Vice President of Human Resources and Education, said, "At Sephora, our vision for *Values Inside Out* is to inspire and engage our teams to play a part in making a difference in their communities, and to do so in a way that is completely aligned and integrated with our Values. We know that beauty is both inside and out and we know our teams will feel proud of what they accomplish for their communities and even more so where they work."

The initiative begins this week, as participating Sephora stores across the country announce their partnership with local non-profits.

In the Arrowhead Sephora, cast members have chosen to partner with the Desert Cancer Foundation of Arizona. Genevieve Loew of DCFA said the Arrowhead Sephora cast members will participate as volunteers for the 7th Annual Wine Tasting Fund Raiser scheduled for May 19th at the Coast Hotel in Phoenix. In addition, the Arrowhead Sephora cast members will be working with the Desert Cancer Foundation on other opportunities helping the uninsured Arizona citizens that DCFA serves.

Sephora plans to measure the results of the VIO Program annually by the amount of funds raised by each non-profit as a result of its partnership in the program and the number of volunteer hours contributed by Sephora cast members during the year. To learn more about the program, please visit <http://shop.sephora.com/m/p/email/jump.asp?p=valuesinsideout.html> and www.desertcanceraz.com.

About Sephora Americas:

Since 1998, Sephora has been TRANSFORMING BEAUTY in the U.S. Today, Sephora Americas operates more than 300 stores in the U.S. and Canada as well as the world's top beauty website, Sephora.com. In 2010 Sephora expanded into Latin America, where it now has stores in Mexico and in Brazil. Sephora is well known for its unique retail concept, which is rooted in its distinctive open-sell store design, the beauty expertise of its sales consultants and, most importantly, its unparalleled combination of over 200 classic and emerging brands across a broad

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range of product categories including skincare, color, fragrance, bath & body, smilecare, and haircare, as well as Sephora's own private label. Sephora has also been recognized as a leading digital brand and continues to advance this arena through mobile and social media initiatives including an active Facebook page, BeautyTalk-its online beauty community, its mobile site and Apps. In addition to its North and Latin American business and its initiative with jcp, which includes more than 300 Sephora inside jcp locations, Sephora today has more than 1,660 stores within 29 countries. Sephora was founded in France in 1970 and acquired in 1997 by Paris-based LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group. For further information, please visit www.sephora.com