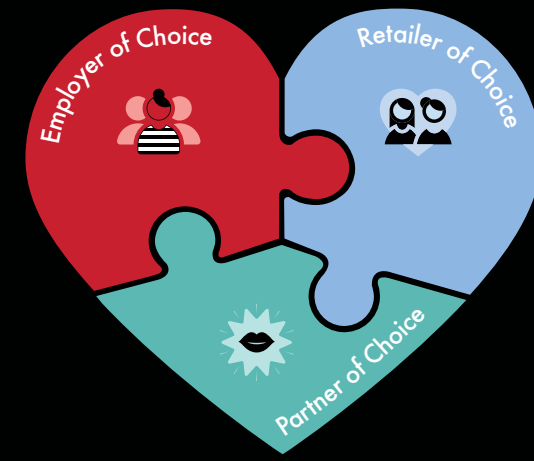




2024

DIVERSITY, EQUITY & INCLUSION

PROGRESS REPORT



At Sephora Canada, our purpose is to champion a world of inspiration and inclusion where everyone can celebrate their beauty.

We are proud to share our 2024 Diversity, Equity and Inclusion (DE&I) progress report demonstrating our ongoing commitment to our *Diversity, Equity and Inclusion Heart Journey*, championing inclusive environments for our employees, consumers and communities.



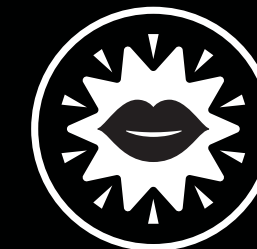
### EMPLOYER OF CHOICE

Sephora aims to create and sustain fair, equitable and inclusive work environments by building diverse teams and leadership that reflect the broad range of consumers and communities we serve.



### RETAILER OF CHOICE

Sephora strives to ensure unbiased and inclusive shopping experiences for all and feature more diversity in every media platform.



### PARTNER OF CHOICE

Sephora works with diverse charities, beauty brands and suppliers to encourage inclusive representation of the people we serve, empower and support.



This year, Sephora Canada obtained the EDGE Certification, the world's leading certification for workplace gender equality and diversity. This milestone is a testament to our ongoing work and progress made over the years, now validated by the highest global standard for diversity, equity and inclusion. And while this is a significant milestone for us, it reinforces our commitment to championing representative and welcoming environments for all.

# EMPLOYEES

## PURPOSE

Our 2024 Engagement Survey reveals that 79% of our employees (+1 vs. last year) find their work at Sephora meaningful.

## BELONGING

As we've evolved our *belonging measurement*, we've recorded an overall belonging score of 76% from employees.

## REPRESENTATION

We continue to collect voluntary diversity data from our employees, and encourage all employees, including new hires and even external applicants, to share their diversity dimensions through our HR information system at any time. We utilize key opportunities to amplify this message and drive participation. This sharing practice enables our teams to make data-informed decisions about our DE&I strategy and people-related programs.

88%

Employees who have chosen to share their diversity dimensions with us (an increase of 8% from last year).

THE FOLLOWING DATA REFLECTS THE DIVERSITY DIMENSIONS SHARED AS OF DECEMBER 2024:

### 2SLGBTQIA+

16%

Our employees who shared their diversity data identify as members of the '2-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual plus (2SLGBTQIA+) communities.

7%

Leaders who shared their diversity data identify as members of 2SLGBTQIA+ communities.

### INDIGENOUS PEOPLE

3%

Employees who shared their diversity data identify as Indigenous (First Nations, Inuit, Métis).

1%

Leaders who shared their diversity data identify as Indigenous (First Nations, Inuit, Métis).

### RACIALIZED INDIVIDUALS (PEOPLE OF COLOUR)

47%

Employees who shared their diversity dimensions identify as racialized (or a person of colour).

29%

Leaders who shared their diversity dimensions identify as racialized (or a person of colour).

### PEOPLE WITH DISABILITIES

3%

Employees who shared their diversity dimensions identify as having a disability (visible or invisible).

3%

Leaders who shared their diversity dimensions identify as having a disability (visible or invisible).

### Sephora Talent Incubator Program (STIP)

60%

STIP mentors and mentees who identify as racialized.

### SPARK Ambassadors

40%

SPARK Ambassadors (members of Sephora's employee advocacy program) who identify as racialized (% based on ambassadors who disclosed their data).

### ASPIRE (Co-op Students)

85%

ASPIRE students who identify as racialized with 69% of students identifying as women.

### New Stores

15

Number of new stores that were provided with local census data to support hiring that is reflective of the community demographics.

## EMPLOYEES

## EDUCATION

In our commitment to *Diversity, Equity and Inclusion*, we have consistently used various moments to create and distribute resources for ongoing learning and development. These initiatives help enhance our cultural competency and strengthen our collective culture of inclusivity.

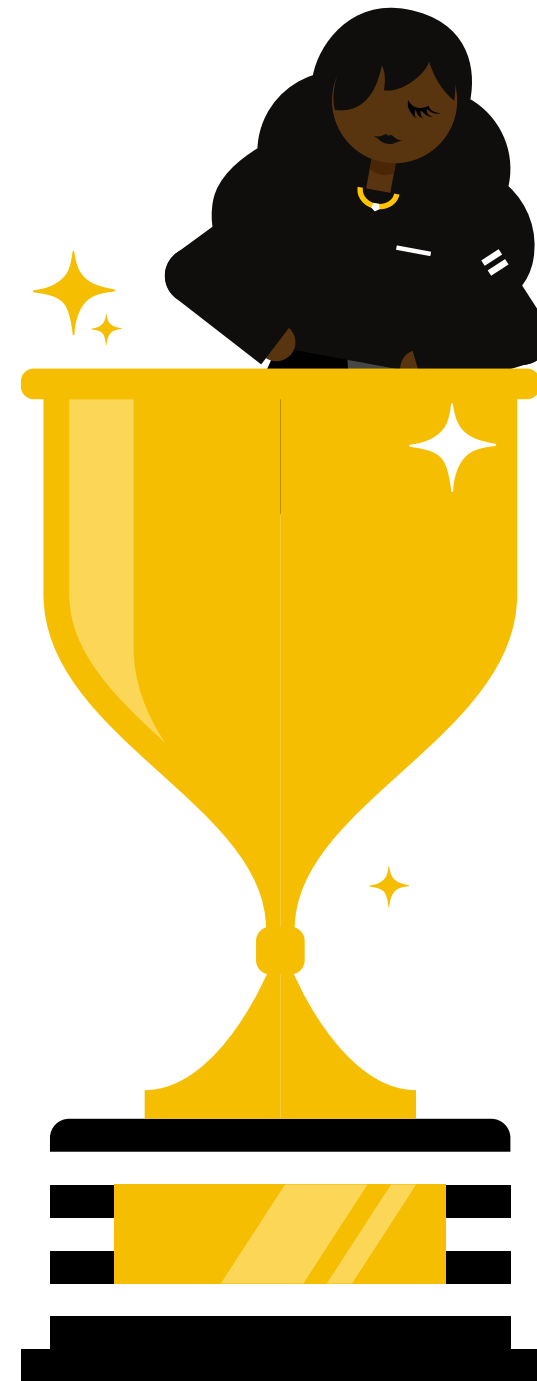
We have organized numerous activations, discussions, and workshops that aim to raise awareness about key moments, including cultural holidays, international recognition days, and educational content that highlights different voices and experiences. These efforts foster a sense of belonging in our team and equip our employees to appreciate the diversity that each individual brings to our organization.

Additionally, we have consistently promoted and engaged our employees in **our foundational DE&I trainings on topics including:**

- DE&I Fundamentals
- Unconscious Bias
- Anti-Racism
- De-escalation

These trainings aim to empower our employees with the tools and knowledge to identify and challenge unconscious biases, combat racism, and manage conflicts effectively.

By investing in these educational initiatives, we are reinforcing our commitment to a workplace that values diversity, promotes equity, nurtures inclusion, and fosters a sense of belonging.



## EMPLOYER AWARDS



Forbes recognized *Sephora Canada* as one of *Canada's Best Employers of 2024*. This is the sixth time we have received this accolade. *Forbes* also recognized the company as one of *Canada's Best Employers for Diversity* for the third year in a row.



2024 Great Place to Work Certified®



2024 Universum Most Attractive Employers for Students

## EMPLOYEES

# SEPHORA INCommunities

Comprised of 405 members and allies, *Sephora INCommunities* (employee resource groups) actively contributed to the business through awareness building, engagement, business consultation and reviews, process improvements, and more.

We have been continuing to nurture our **5 INCommunities** supporting various groups: Gold (South Asian), Lotus (East Asian), Onyx (Black), Prism (2SLGBTQIA+), and SOARS (Indigenous).

In 2024, we held **10 open events** for Sephora Canada employees to celebrate key DE&I moments, including Lunar New Year, Black History Month, International Women's Day, Ramadan, National Indigenous History Month, Pride, Caribana, Diwali, Giving Tuesday, and International Day of Persons with Disabilities.

Our INCommunities utilize the **My Sephora Inclusion (MSI)** engagement platform, a comprehensive and interactive environment designed to foster connection, support, and growth within these groups. With the aim of eliminating common barriers to engagement, the platform facilitates seamless communication and visibility for all INCommunity activities and features messaging, collaboration and co-creation tools, along with surveys, event planning resources, budget request capabilities, and additional resources.

## SEPHORA IN Communities



## EMPLOYEES

# ALL ABILITIES PROGRAM

In 2021, Sephora initiated a meaningful collaboration with *Inclusion Canada's Ready, Willing & Able (RWA)* organization and their *Community Living Mississauga (CLM)* team to pilot the launch of the All Abilities Program in the *Distribution Centers (DCs)* we use, operated by DSV.



During the implementation of this program, and collectively with our partners, we gathered **valuable insights**:

- **We reviewed and enhanced job descriptions**, enabling us to offer more diverse and challenging roles.
- **We refined our onboarding process**, which now includes walkthroughs of the workspace so that candidates can become familiar with their future environment before accepting a position.
- **The RWA team provided substantial support to new hires**, ensuring they receive what they need and addressing any obstacles that could lead to resignation.

### KEY ACHIEVEMENTS OF THE ALL ABILITIES PROGRAM:

# 30%\*

The active workforce that was recruited through the All Abilities Program (towards a goal of 30%).

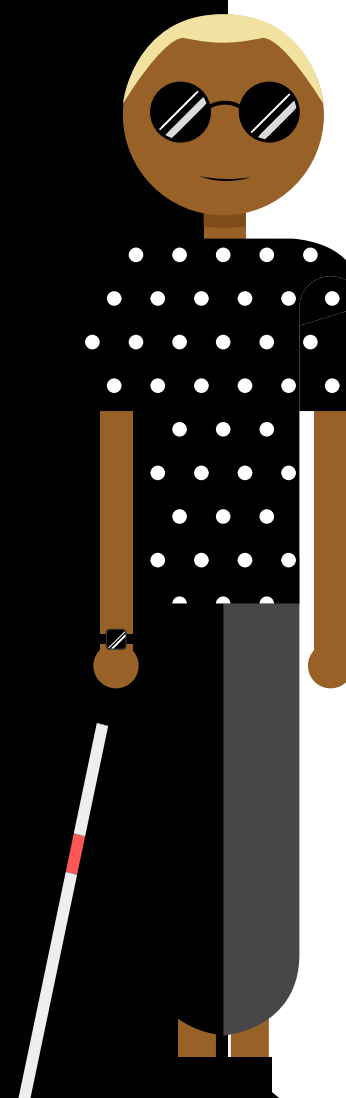
\* Achieved at the Brampton Distribution Center only

# OVER 100

Total program hires from 2022 to 2024.

# 13

Number of community partners engaged across Canada through RWA.



RWA has acknowledged Sephora and DSV as pioneers in inclusive hiring as many other RWA partners attain a 9-12% hiring rate with similar programs. This initiative has also led to numerous accolades, reflecting the significant impact of the program.



[WATCH THE SUCCESS STORY](#)

“Since 2020, *Sephora Canada* has partnered with *Ready, Willing & Able (RWA)* as part of their All Abilities initiative. This commitment to hiring people with disabilities has made them an industry leader, leading to employment for over a hundred individuals with intellectual disabilities or autism.

This year, the partnership was further showcased through a feature video and success stories, highlighting the impact of our collaboration.

Sephora is a powerful example of how inclusion drives strength and success.”

**DON GALLANT**  
RWA NATIONAL DIRECTOR

## EMPLOYEES

# SEPHORA TALENT INCUBATOR PROGRAM

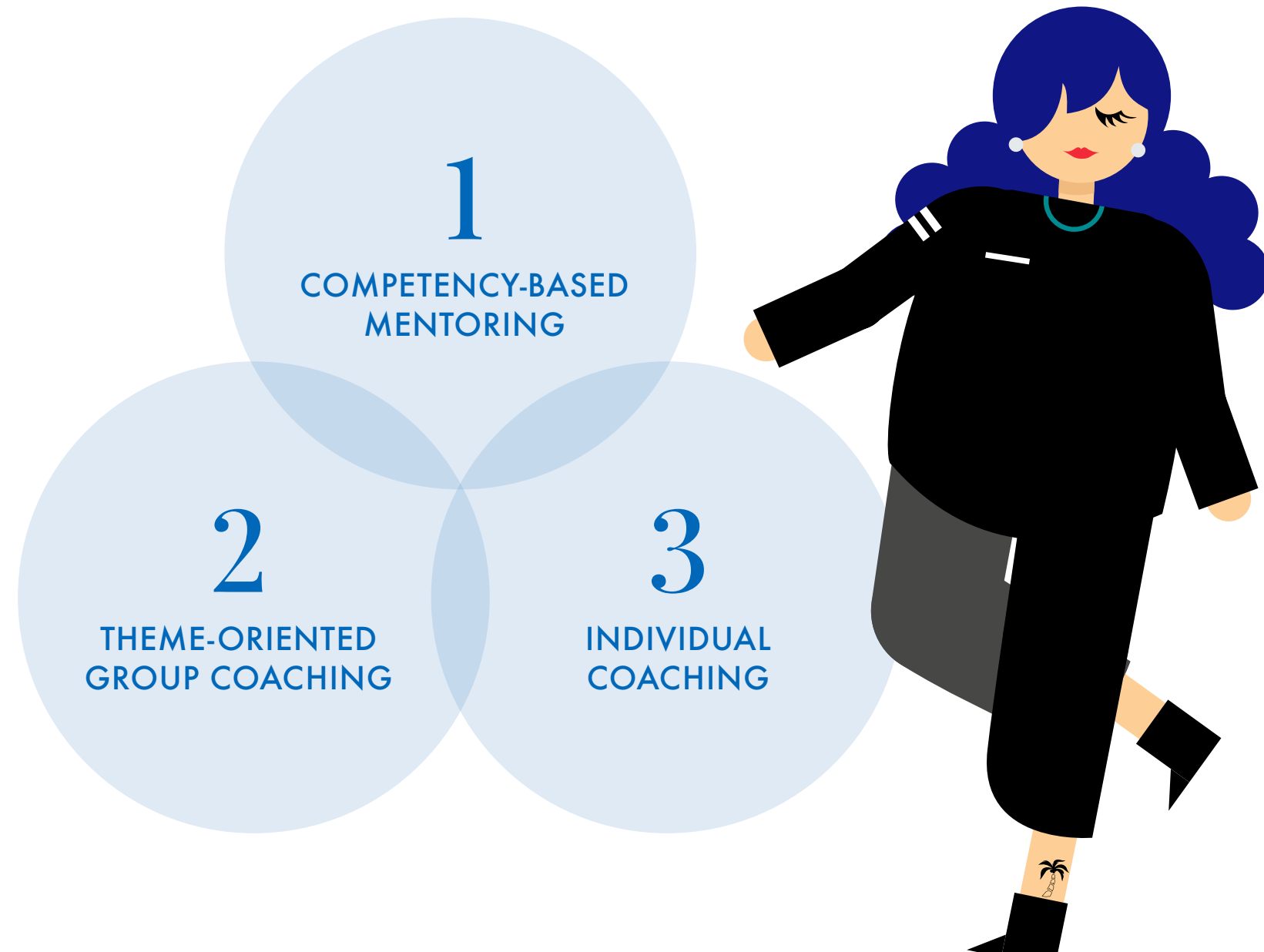


In 2024, the Sephora Talent Incubator Program (STIP) – an innovative six-month initiative aimed at nurturing and developing diverse leaders within our organization – entered its second year at Sephora Canada.

This program, which places a special emphasis on underrepresented talent of colour, offers a structured mentoring and coaching framework to foster cultural competence and leadership skills.

STIP was designed with a clear goal in mind: to enhance participants' readiness for next-level leadership roles and provide opportunities that align with their professional development aspirations. This year, we paired 25 mentees with mentors, explored cross-border mentor matching with our US colleagues, and had everyone complete the program successfully. We look forward to continued improvements and impact with this program in 2025.

## STIP COMPRISES THREE KEY COMPONENTS:



## FOR MENTORS

While refining their mentorship skills and forming meaningful connections with mentees from diverse teams, STIP mentors have the rewarding opportunity to share their own career experiences. Through guiding mentees towards their next roles, and learning from other mentors, this collaborative and supportive environment fosters best practices in mentorship, contributing to the overall success of the program.

“Being a STIP mentor gave me the opportunity to pay forward my real-life experiences, learnings, and insights gathered throughout my leadership career. This relationship also provided a safe and encouraging space for my mentee to ask questions and be curious while considering answers and ideas coming from experience – not a textbook. This is a terrific program for anyone wishing to step outside the box of formal learning and have a leader by their side as they navigate day-to-day and long-term career goals.”



**ERIC MACNEIL**  
STORE DIRECTOR,  
SEPHORA POLO PARK

“Participating as a mentor for the first time has been an incredibly valuable experience. I have always been passionate about developing people and helping them reach their full potential. Motivated by the guidance and challenges provided by my own mentors, I saw this program as the perfect opportunity to pay it forward.

Partnering with my two mentees has been immensely rewarding. While I provided support by sharing my experiences, I quickly realized how much I was learning from them in return. Witnessing their growth, both professionally and personally, has been truly fulfilling. Plus, I am grateful for the new, incredible connections I have made outside of my district.”



**KRYSTYNN RAMOS-HERNANDEZ**  
AREA MANAGER,  
BC ISLAND

## FOR MENTEES

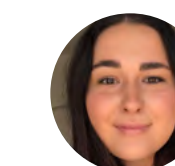
STIP is an invaluable opportunity to prepare for higher-level professional roles, discover how to navigate setbacks and develop resilience, and refine career goals. The lessons and experiences gained through STIP are intended to empower and inspire the next generation of leaders to actively shape their careers and make a significant impact at Sephora.

“Being paired with Nikki as my mentor was an invaluable experience. She is a wealth of knowledge, and offered thoughtful guidance that helped me shift my perspective and approach my role with greater strategic focus. Beyond her expertise, Nikki’s ability to listen with genuine curiosity and create a safe, supportive space made our conversations both insightful and empowering. I deeply admire her leadership style and aspire to model the same level of wisdom, authenticity, and strategic thinking in my career.”



**CANDICE SELLARS**  
MANAGER SELLING AND CLIENT ENGAGEMENT,  
FIELD SUPPORT CENTRE

“The STIP program gave me the opportunity to connect with my peers and learn from people in such different markets and positions! It was a great way to experience development, especially from a management standpoint and really made me reflect on how I can work to better myself for my career and my team. I loved the monthly check-ins with my mentor and learned a lot from the group sessions as well. I would definitely recommend the program to anyone who is passionate about self-development, or wants to keep growing in their career.”



**ELLIE DUFRESNE**  
MANAGER, CLIENT EXPERIENCES,  
SEPHORA LES PROMENADES GATINEAU

## EMPLOYEES

# EMPLOYER BRANDING



Storytelling, Passion, Allyship,  
Respect, Knowledge

The Sephora SPARK Employee Ambassador program is an award-winning employee advocacy program. These culture catalysts are selected to showcase their employee experiences and stories internally and externally, and support attracting talent.

10

SPARK Ambassadors that were part of the 2024 cohort.

30%

SPARK Ambassadors who were promoted in 2024.



# EARLY CAREER PROFESSIONALS



The Sephora ASPIRE Early Talent program is an 8-month co-op program that provides an opportunity for students to participate in meaningful experiential learning activities to grow their expertise. Students gain real-world experience across various groups in our Field Support Centre (Corporate Office), including Finance & Strategy, Marketing, Merchandising, People, Retail Operations and Supply Chain. The program also offers participating managers the opportunity to develop their leadership and mentorship skills.

12

ASPIRE students in the 2024 cohort.

25%

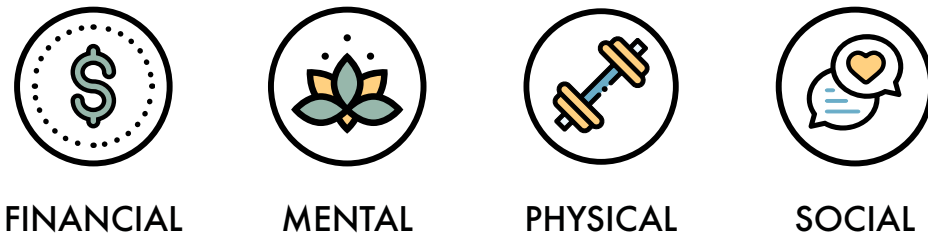
ASPIRE students who transitioned to a permanent or contract role.

## EMPLOYEES

# WELL-BEING



Our wellness strategy at Sephora is designed to create a holistic impact on the physical, mental, financial, and social well-being of our employees.



This year, we held 10 in-person sessions at our Toronto office to warmly welcome new employees and immerse them in Sephora's unique culture while also introducing the variety of programs, benefits and resources available to them.



## OUR COMPREHENSIVE SUPPORT FOR EMPLOYEES INCLUDES:

### Open Door Policy

We prioritize people and foster a culture of openness and collaboration. We encourage every employee to voice their concerns or questions to their leaders or the HR team, reinforcing our commitment to transparency and support.

### Dialogue

All our employees have unlimited access to Dialogue, our Employee and Family Assistance Program (EFAP). This virtual healthcare platform is designed to support the all-around well-being of our employees and their families.

### LVMH Heart Fund

This program provides free, anonymous, and confidential services to all employees who need social, psychological, or financial support.

### Health and Dental Benefits

Full-time employees enjoy extended health and dental benefits with Canada Life, including short-term and long-term disability coverage.

### Additional Perks for Corporate Employees

We offer a range of benefits, such as flexible "Sephora Days," Wellness Days for self-care, Summer Fridays, and a Work from Anywhere policy.

## INVESTED IN PERSONAL DEVELOPMENT

Our well-being initiatives included workshops on stress management and personal wellness, featuring Dr. Stephanie Peltz, who shared valuable insights to help employees thrive under stress and improve overall wellness. We also hosted a session with Dialogue to better understand the resources available through our Employee and Family Assistance Program (EFAP) and encourage employees to start their wellness journey.

In partnership with Canada Life, we offer webinars to support both mental and financial well-being, covering topics such as nurturing wellness under pressure, mental illness, retirement, investing, and managing financial stress.

## WORLD MENTAL HEALTH MONTH

In celebration of World Mental Health Month, we offered several resources and activities to help employees unwind, relax, and recharge, including:

### World Mental Health Day Learning Guide

Featuring resources on employee well-being, how to identify signs of someone experiencing a crisis, language guidelines, and more.

### Mental Health Monday Posts

Highlighting resources, activities, and engagement opportunities for employees.

### All Ghouls Gala

A Halloween event organized with the Culture Committee to promote social connections.

### Healthy Eating Initiatives

Offering nutritious snacks and a breakfast from Nutbar to boost energy and focus.

### In-Office Massages at FSC

Helping employees relax and recharge.

### World Mental Health Day Communications

Coordinating a multi-team collaboration with FSC and retail communications, that included an inspiring video from Employer Branding featuring a Beauty Advisor's experience with the Dialogue app.

These efforts aimed to promote mental health awareness and foster a supportive work environment.

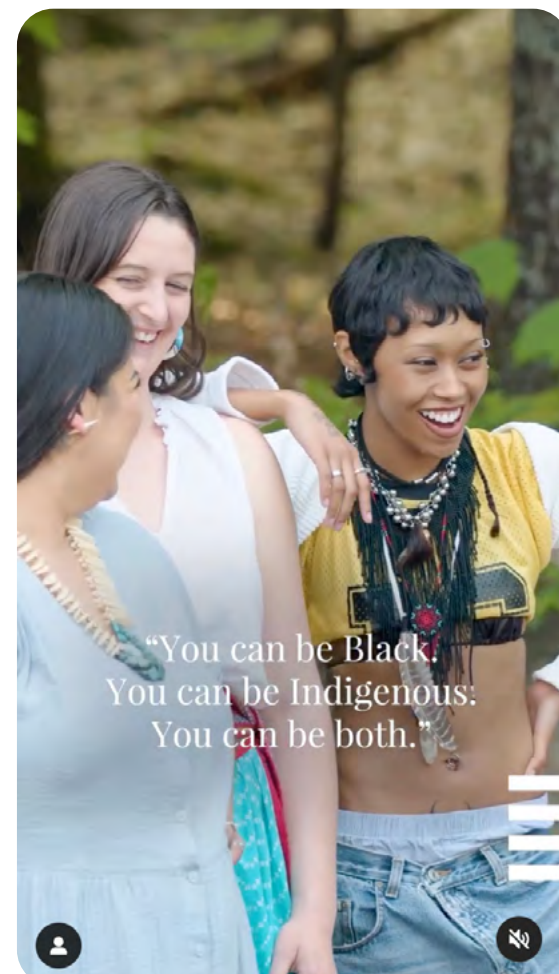
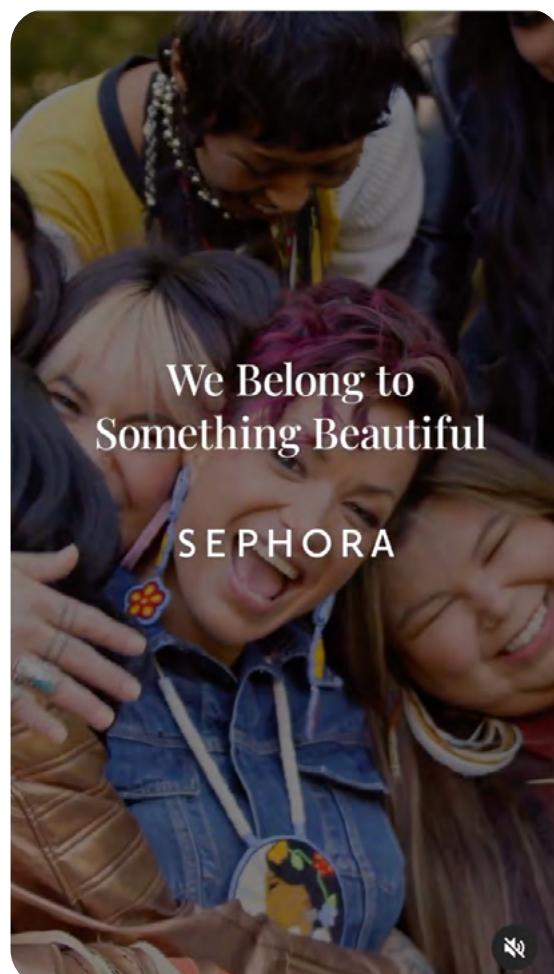
# CONSUMERS

## COMMITMENT TO RECONCILI-ACTION

At Sephora, we remain committed to ensuring we are casting talent reflective of Canada’s vast diversity across all of our marketing and promotional opportunities.

In May 2023, we joined members and guests of the Native Women’s Association of Canada (NWAC) at their Resiliency Lodge for a deep conversation on beauty, representation and colonial beauty standards that was captured on film [\(video\)](#).

Throughout 2024, and in collaboration with powerful voices and inspiring individuals, we remained committed to our journey to Honour Indigenous Beauty [\(report\)](#) and expand the way Canadians and industries see Indigenous beauty.

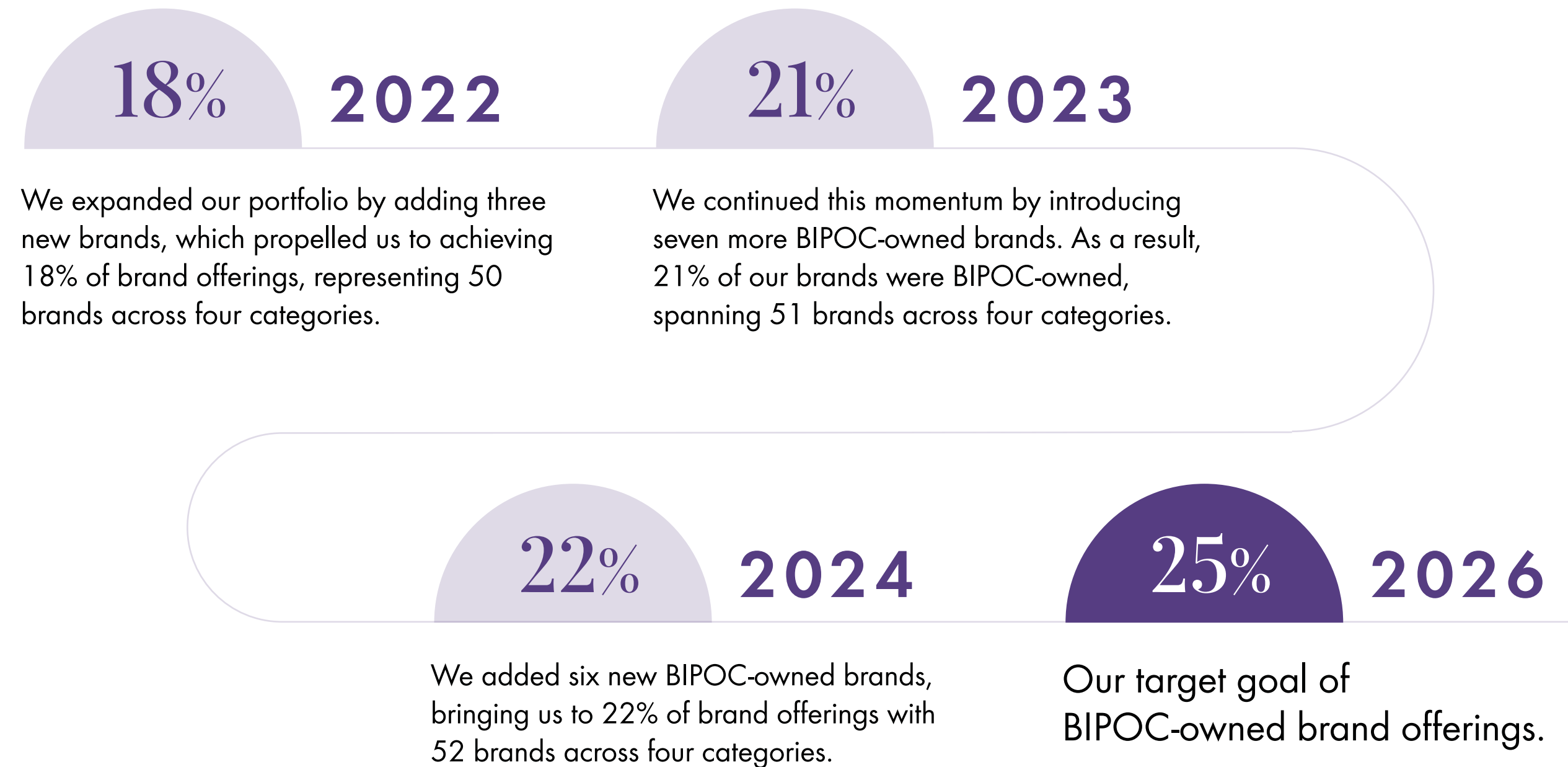


## 15 PERCENT PLEDGE

*Sephora Canada* proudly committed to the Canadian Fifteen Percent Pledge in 2021, setting a five-year target of dedicating 25% of our brand offerings to BIPOC-owned brands by 2026.



We’ve made significant strides towards this goal:



# CONSUMERS

## MARKETING

In our commitment to *Diversity, Equity and Inclusion* (DE&I), we've strategically incorporated purposeful content across our marketing campaigns and social media platforms.

# 12

Marketing campaigns centered on DE&I were launched in 2024.

# 9

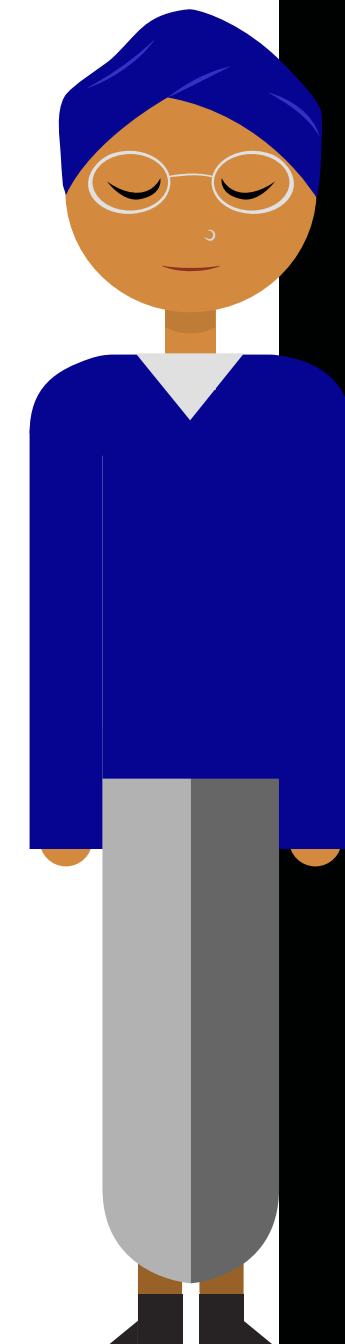
Campaigns elevating six moments: Lunar New Year, Black History Month, Ramadan & Eid, Asian Heritage Month, National Indigenous History Month/National Indigenous Peoples Day, Diwali, Christmas, Kwanza and Chanukah.

# 3

Global campaigns recognizing International Women's Day, Pride and World Mental Health Day (Sephora x Rare Beauty).

# 36

DE&I-focused content pieces produced for our employer brand and corporate social channels, which resulted in a total of 76 posts across both Instagram and LinkedIn.



### THE TOP PERFORMING DE&I CONTENT ON @SEPHORACANADA, OUR CORPORATE INSTAGRAM PLATFORM:

#### TOP REEL OF 2024: NATIONAL INDIGENOUS HISTORY MONTH WITH DEANNA HUPFIELD



**416K** Organic impressions. **+595%** Above our engagement benchmark.

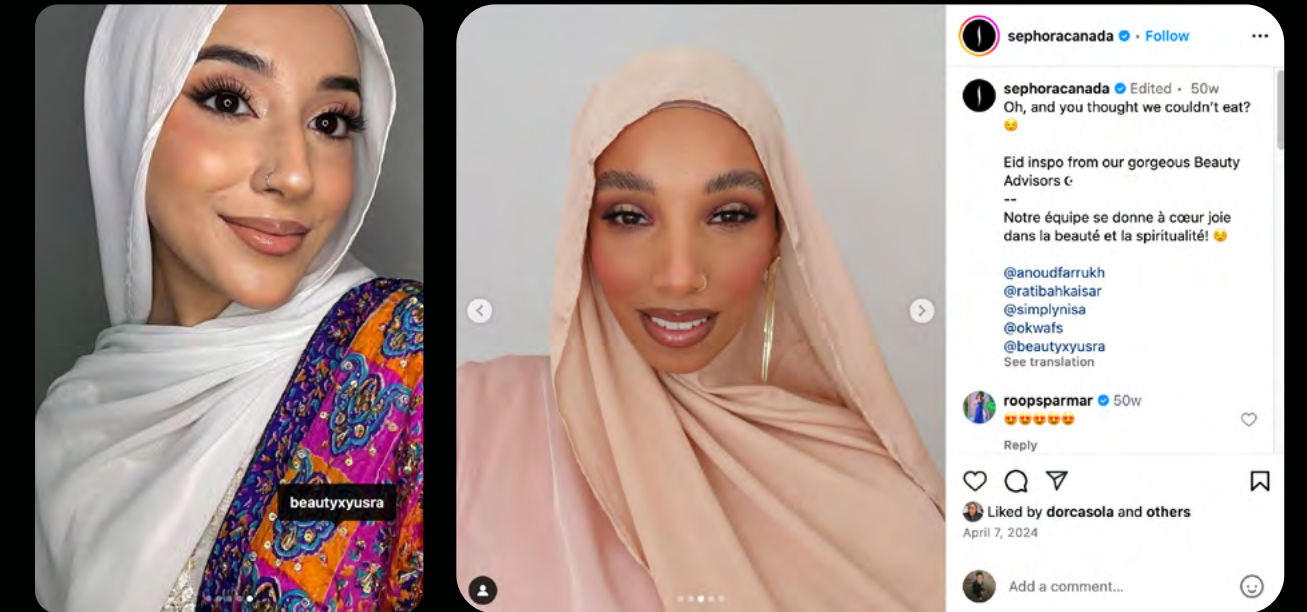
#### @SEPHORACANADALIFE

Our employee and culture Instagram platform was also active in promoting DE&I. Accounting for over 18% of the organic impressions generated by @SephoraCanadaLife posts in 2024, DE&I-related posts demonstrated that this content resonates with followers.

# 40

DE&I-focused posts on our **employee Instagram feed** resulting in 30% of our total posts.

#### TOP CAROUSEL POST OF 2024: EID GLAM BEAUTY ADVISOR CAROUSEL



**69K** Organic impressions. **+377%** Above our engagement benchmark.

# 40 + 38

**ENGLISH** **FRENCH**

DE&I-focused posts on our **Sephora LinkedIn feed** resulting in 52% of our total posts.

CONSUMERS

MARKETING AWARDS



*2024 Shopper Innovation + Activation Awards*

**Silver**

Experiential Commerce Marketing

**Gold**

Data, Experiential & Program Design



*2024 CMA Awards*

**Bronze**

TikTok Power of Entertainment Award



*2024 Drum Marketing America*

**Gold**

Retail / Marketing Strategy for Fashion and Beauty



*2024 Applied Arts Design*

**Winner**

Environmental-Experiential/Event Design - Single



*2024 RCC Excellence in Retailing Awards*

**Winner**

Pop-Up Experience and Design



*2024 Marketing Awards by Strategy*

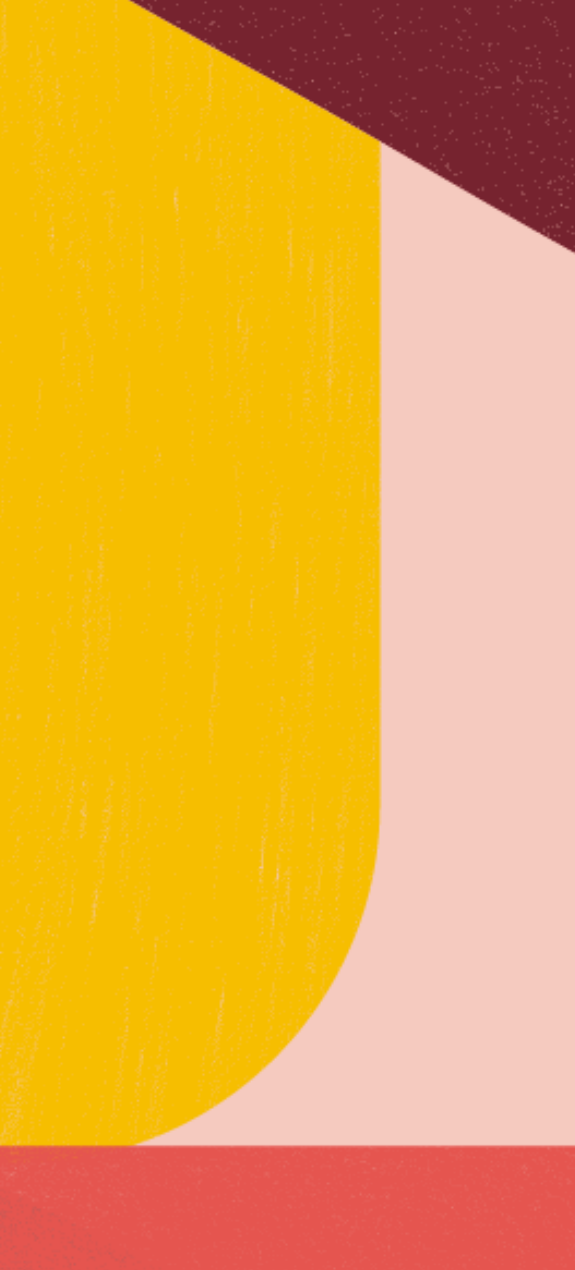
**Bronze**

# COMMUNITIES

We hosted various campaigns throughout the year, engaging employees in opportunities to give back to our communities with amplified rewards through our Gift of Giving program and our giving platform, Benevity. In 2024, we also developed various activations to create a more hands-on experience.

## \$4,383,096

Sephora demonstrated a significant commitment to charitable giving in the past year supporting various causes through our three giving pillars (employee, client and community), marking a 40% increase compared to the previous year.



## EMPLOYEE GIVING

## \$82,471

Total donations facilitated through Gift of Giving, our employee giving program.

## \$11,455

Direct donations by employees using our giving platform, Benevity.

## \$71,016

Additional funds raised through various program rewards such as matching contributions, volunteer hours and seeding rewards.



## 37%

Employee engagement in our giving program this year.

## 540+

Volunteering hours logged by employees (an increase of more than 100 hours from last year) and supporting more than 800 causes.



## COMMUNITIES

# CLIENT & COMMUNITY GIVING

# \$2,155,685

Total donated through grants, direct donations and sponsorships.



## CHARITY REWARDS & CHARITABLE SKUS

Our Charity Rewards program provided clients with the ability to redeem Beauty Insider points via the Sephora Rewards Bazaar for a donation to the charity partner of the month. This prime opportunity to highlight the important work these community partners do allowed both clients and employees to engage in making a difference.

## MAKE A RARE IMPACT

For the second year in a row, Sephora partnered with Rare Beauty to support the Make a Rare Impact campaign in recognition of **World Mental Health Day**. Taking place annually on October 10, the goal is to raise awareness of mental health issues around the world and to mobilize efforts in support of mental health. Sephora activated globally, renewing our commitment to donating 100% of global Rare Beauty sales on the day to the Rare Impact Fund, which is intended to reduce stigma surrounding mental health and increase access to resources and education for young people around the world.



## LOOK GOOD FEEL BETTER

We also had the opportunity to support Look Good Feel Better's Mirror Ball, an annual gala event that was held on November 1, 2024. Look Good Feel Better supports people facing cancer by providing complimentary workshops with valuable tools and techniques and practical information to manage the impact of cancer and its treatment. Their goal is to educate and empower Canadians facing cancer, and to deliver their programs with empathy and equity, to reflect and respect the unique experiences of all. Mirror Ball is a key yearly fundraising event in support of the important work that they do. With a sponsorship that included our annual Gift Card Wall, and a fantastic performance by Canadian talent and Juno Award-winning singer Jully Black, we were very proud to once again support this organization in achieving their goals.



# \$2,285,053\*

Total donation value of in-kind products donated to various community organizations.

# \$914,414

# \$1,370,639

were Sephora-owned products. were brand-owned products.



**KITS FOR A CAUSE™**

**BRANDS FOR CANADA**  
FOR FAMILIES. FOR THE ENVIRONMENT.

The goal of this donation program is to divert discontinued or end-of-life cycle products from landfills and donate them to vulnerable people and communities. We accomplished this with the support of our donation partners, **Kits for a Cause** and **Brands for Canada**.

Through these donations we diverted 18.6 tonnes of product, equating to an 8.8% landfill avoidance (up 3% from last year). By connecting with more brand partners (a total of 14 in 2024) that support this opportunity through Sephora, we'll be able to continue increasing diversions in upcoming years.

\*Cost-value

## COMMUNITIES

# CLIENT & COMMUNITY GIVING (CONT.)

### PRIDE AND BRAVE SPACES

In 2024, Sephora Global piloted an engagement program called **Brave Spaces**, aligned with Pride season. Recognizing that it's not always simple or easy to show up as oneself, we wanted to leverage our stores as supportive spaces for people to come, get their Pride makeup done before the parade and have it removed afterward.

In Canada, we activated this initiative in Toronto, Vancouver and Montreal, in three stores that were situated along or near parade routes, ensuring we could support community members attending the celebrations with fun and confidence-boosting looks to support their Pride experiences.

By sponsoring the Pride parades in these three cities, we not only engaged our teams in the Brave Spaces experience but also in walking along parade routes, showing support and pride. With the support from passionate employees and the Sephora Prism INCommunity, we hosted a Classes for Confidence at our head office, supporting employees in their unique beauty expressions, and bringing an incredible parade experience to life.

# 11

Beauty Advisors who supported this activation.

# 71

Clients provided with flash makeup looks for Pride.



By sponsoring the Pride parades in these three cities, we not only engaged our teams in the Brave Spaces experience but also in walking along parade routes, showing support and pride. With the support from passionate employees and the Sephora **Prism INCommunity**, we hosted a Classes for Confidence at our head office, supporting employees in their unique beauty expressions, and bringing an incredible parade experience to life.

# 130+

Employees who participated in Pride marches.

# 50+

Guests who joined us in marching.

“Being brave means being unapologetic, pushing boundaries, and showing up as yourself no matter what. Brave spaces are about creating a comfortable and safe space where people can feel proud, feel beautiful, and have a sense of dignity. This supports community members because Sephora can create an environment in a space that feels safe and is safe for people to come and explore beauty altogether. Makeup is incredibly transformative and has the power to be incredibly transformative.”

**EMMA REDFIELD**  
PAID SERVICES BEAUTY ADVISOR, BLOOR STREET

## COMMUNITIES

# SEPHORA CANADA IMPACT FUND

Sephora Canada also launched a donor-advised fund this year, the Sephora Canada Impact Fund, allowing us to invest and protect giving funds for the future.

We were thrilled to enable grants for our core community partners to support their incredibly important work and impact the communities they support.

### SEPHORA CANADA'S CORE PARTNERS IN 2024:



**ACCES Employment** is a charitable organization that connects employers with qualified job seekers from diverse backgrounds. ACCES offers free job search services to newcomers, job seekers, youth, women, and refugees.



**Black Business & Professional Association (BBPA)** is devoted to advancing Canada's Black communities through programs that support business, professional excellence, higher education, and economic development.



**Girls e-Mentorship (GEM)** provides high school girls with a 9-month mentorship program that builds confidence, professional skills, and networking opportunities.



**Centre for Indigenous Environmental Resources (CIER)** is Canada's first Indigenous-directed environmental nonprofit charitable organization and fuses Western and Indigenous knowledge to build sustainable Indigenous communities.



**The Centre for Addiction and Mental Health (CAMH)** is Canada's largest mental health teaching hospital, establishing the benchmarks for care, research, education, and driving social change.



**The Native Women's Association of Canada (NWAC)** represents the political voice of Indigenous women, girls, and gender diverse people in Canada.



**Rainbow Railroad** provides life-saving assistance to LGBTQI+ people worldwide facing persecution and violence.



**Pink Pearl Canada** is an organization that provides support and empowers young women diagnosed with any type of cancer across Canada.



**Indspire** is a national Indigenous charity that invests in the education of First Nations, Inuit, and Métis people.



**Jack.org** delivers peer-to-peer education programs to directly address Canada's youth mental health crisis.



**South Asian Women's Centre (SAWC)** strives to alleviate poverty among South Asian women and their families, including immigrants and refugees, by providing culturally and linguistically appropriate services.



**Inclusion Canada** is an organization that has been instrumental in building an inclusive Canada for people with an intellectual disability and their families.

## COMMUNITIES

# CLASSES FOR CONFIDENCE

Our signature *Classes for Confidence* (C4C) program aims to support marginalized communities by helping them explore and define their own beauty, improving their self-confidence as they face life's challenges.

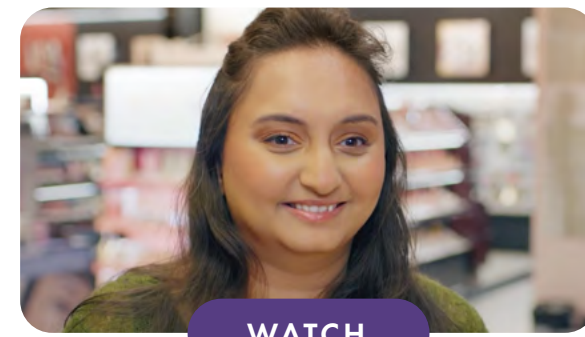
We currently offer five series tailored to different communities, each developed in collaboration with core partners:



WATCH

### C4C DIVERSE BEAUTY

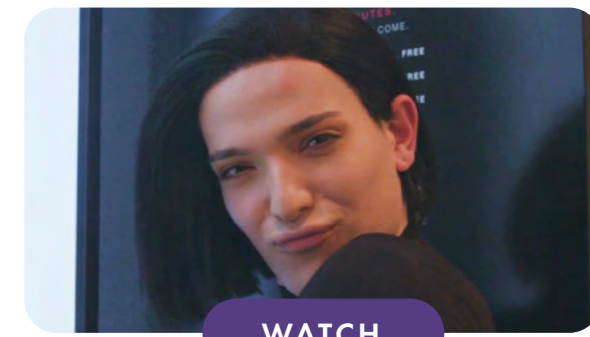
In partnership with the [Black Business & Professional Association \(BBPA\)](#), we support individuals with deeper skin tones in exploring BIPOC-owned brands and formulations that cater to their specific needs.



WATCH

### C4C NEWCOMER

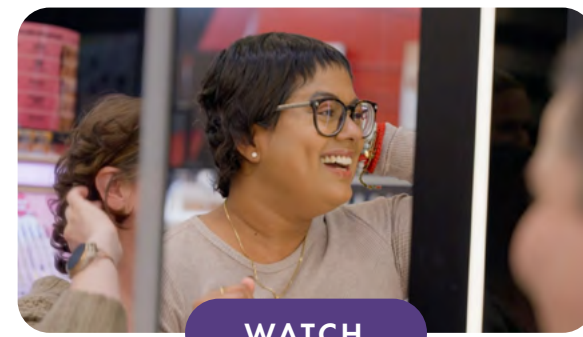
Working with [ACCES Employment](#), we help those new to the Canadian job market build confidence in preparation for job interviews.



WATCH

### C4C BOLD BEAUTY

In collaboration with [Rainbow Railroad](#), we support 2-spirit, non-binary, and transgender individuals in their journey of exploring beauty and defining what it means to them.



WATCH

### C4C BRAVE BEAUTY

Partnered with [Pink Pearl Canada](#), we assist women battling cancer by providing tips and introducing them to Clean at Sephora products to help manage the effects of their treatments.



### C4C DIVERSEABILITY

In partnership with [Ability Online](#), we provide a safe space for people with visible and invisible disabilities to delve into beauty, with a particular focus on skincare.

From a few virtual classes supporting approximately 50 people in 2021, we have expanded to over 25 in-person and virtual classes across Canada, reaching over 200 participants.

These classes are designed with sensitivity and inclusivity in mind. For instance, sessions are held during closed store hours for privacy, and we offer the option for participants to bring a support person.



## C4C IN 2024

25

Classes held.

225

Participants.

94

Employees who supported these classes.

### FEEDBACK FROM PARTICIPANTS HAS BEEN OVERWHELMINGLY POSITIVE:

97%\*

felt safe and supported

97%\*

had their needs met

91%\*

felt knowledgeable

82%\*

felt confident

97%\*

would likely refer a friend

100%\*

intend to visit or make a purchase

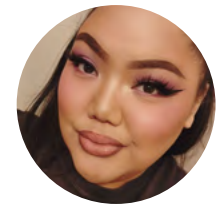
\*These values represent the average responses from participant surveys conducted throughout 2024.

## COMMUNITIES

### FROM OUR C4C FACILITATORS:

#### Classes for Confidence *Newcomer*

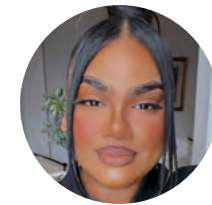
“One of my favorite classes I’ve facilitated! Alongside my coaches, it was an absolute pleasure to guide these beautiful women through essential tips and tricks as newcomers to Canada and the new workforce they are about to embark on. It’s all about instilling confidence on a subject that can be intimidating to some. I know we’ve done our job right when I see the happy faces leave our mezzanine!”



**LINDSAY BRITO**  
SENIOR ARTIST, SEPHORA ROBSON STREET

#### Classes for Confidence *Brave Beauty*

“This series holds significant meaning for me – my cousin was recently diagnosed with breast cancer and underwent chemotherapy. She expressed to me the challenges she’s faced in trying to regain her sense of self during that difficult time. I was grateful for the opportunity to support her and give back to the women who attended these classes. It was truly uplifting to see all these women come in and leave with smiles on their faces.”



**BRITNEY MCKENLY**  
SERVICES LEAD, SEPHORA SQUARE ONE

#### Classes for Confidence *Diverse Beauty*

“It’s such a beautiful thing to experience Sephora’s values in action, it truly fills my cup! I’m grateful for the opportunity to be involved in C4C.”



**FAYO ABDI**  
SERVICES MANAGER  
SEPHORA CHINOOK

## COMMUNITY AWARDS

We’re so proud of our Classes for Confidence program and the #HypeWomxn Award we received from the Canadian Women Entrepreneur (CWE) team in recognition of the immense impact of these classes that create incredible change.

Marginalized people tend to face greater barriers to inclusion, which affects their self-confidence. Our classes allow them an opportunity, in a safe and brave space, to explore beauty in a way that works for them and brings out a greater level of confidence. The lasting impact is priceless. We’re looking forward to continuing to elevate the program and offer these classes across Canada.

### FROM OUR C4C PARTICIPANTS:

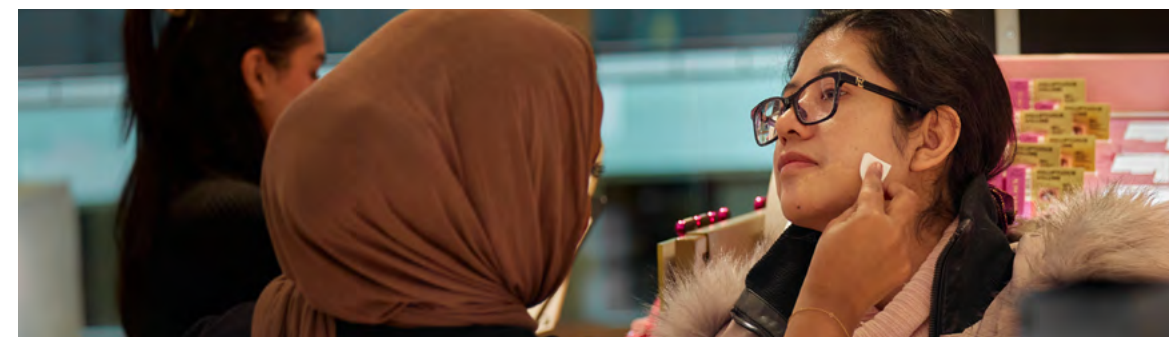
“The class was well done, and the instructors were definitely experts. They were cheerful, engaging, encouraging and helpful. I felt comfortable and it was a great experience having the opportunity to try products that are not a part of my everyday routine. They provided a chance to try the techniques and gave some great tips and ideas to build on.”

DIVERSE BEAUTY PARTICIPANT



“Losing confidence in yourself can be a bit strange. On one level, there are things you want to achieve or experience in life, but on the other, you can’t seem to muster up the boldness to go out and get it! Then you start to realize it stems from a deeper place that you’ll have to do some hard work to deal with. But having a great resource like these classes was game-changing. It felt like I gained expert friends, Eila & Umya, who helped me on my journey to success. Putting your best foot forward has a lot to do with how you present yourself to the world. These Classes for Confidence are a part of my arsenal in presenting my best self! Thanks so much Sephora, you’ve blessed me. Wish me luck!”

NEWCOMER PARTICIPANT



“The class was amazing. I went in with some knowledge of makeup but left with so much more! From skincare education to application tips, this class taught me so much and I’m so grateful to have had the opportunity to have taken it.”

BOLD BEAUTY PARTICIPANT





*We are committed to driving change – fearlessly leading and openly learning along the way. We will continue to drive greater diversity, equity, inclusion and belonging in all parts of our business.*

SEPHORA

