



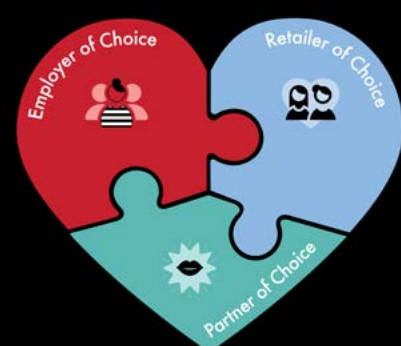
SEPHORA

2025

DE&I 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 2025 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.



Sephora Canada obtained the EDGE Certification, the world's leading certification for workplace gender equality and diversity. This milestone validated our commitment to the ongoing work and progress made over the years, but that was just the beginning; while it reinforces our commitment to championing representative and welcoming environments for all, this is a journey and there's still more to do. Through 2025 we reviewed various opportunities to continue closing gaps, especially related to policies, and are preparing for a future assessment to build upon our progress and re-certify.

EMPLOYEES

Purpose

80% of our employees find their work at Sephora meaningful (+1% from last year), according to our 2025 Employee Engagement Survey.

Belonging

76% of employees have reported feeling a sense of belonging at Sephora (no change from last year).

Representation

We continue to collect voluntary diversity data, encouraging all employees, including new hires and external applicants, to share their diversity dimensions through our HR information system at any time. This practice demonstrates trust that this data will be used responsibly and to enable our teams to make informed decisions about our DE&I strategy and people-related programs.

92%

Employees who have chosen to share their diversity dimensions with us (+4% from last year).



SEPHORA TALENT INCUBATOR PROGRAM (STIP)

30% STIP mentees and mentors who identified as racialized.

2SLGBTQIA+

16% Our employees who shared their diversity data identify as members of the 2-Spirit, Lesbian, Gay, 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).

0% Leaders who shared their diversity data identify as Indigenous (First Nations, Inuit, Métis).

SPARK AMBASSADORS

33% SPARK Ambassadors (members of Sephora’s employee advocacy program) who identified as racialized (based on those who disclosed their data).

RACIALIZED INDIVIDUALS (PEOPLE OF COLOUR)

51% Employees who shared their diversity dimensions identify as racialized (or a person of colour).

32% 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).

4% Leaders who shared their diversity dimensions identify as having a disability (visible or invisible).

ASPIRE (CO-OP) STUDENTS

92% ASPIRE students who identified as racialized with 100% of students identifying as women.

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.

READY
WILLING
& ABLE

KEY ACHIEVEMENTS OF THE ALL ABILITIES PROGRAM:

30%*
at BDC

5%
at ADC

Active workforce recruited through the All Abilities Program (BDC goal of 30% and ADC goal of 10%).

*Goal of 30% achieved at the Brampton Distribution Center

125

Total program hires from 2021 to 2025.

28

Number of community partners engaged across Canada through RWA.



“The Sephora Canada All Abilities program represents a real and significant commitment to creating and sustaining a truly diverse and inclusive workforce. Ready Willing and Able (RWA) has had the privilege of partnering with Sephora Canada (and its Distribution Centre partner, DSV) since 2020 and this partnership has facilitated the employment of 125+ individuals with an intellectual disability or autism. With a commitment to achieving a 30% hiring rate, Sephora Canada has established itself as a leader in inclusive hiring in Canada.

In 2025, the RWA - Sephora Canada partnership was further highlighted through an expansion to include its facility in Calgary (in addition to their Brampton location) with an equal commitment to inclusive hiring.

Sephora Canada is truly a champion of diversity and inclusion, and an example for all Canadian businesses.”

— Don Gallant, RWA National Director

Sephora INCommunities

Comprised of **525** members and allies, Sephora INCommunities (employee resource groups) actively contributed to the business through awareness building, engagement, social impact, business consultation and reviews, process improvements, and more.

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

In 2025, we held **15** open events for Sephora Canada employees to celebrate key DE&I moments, including Lunar New Year, Black History Month, International Women’s Day, Eid, Earth Day/National Volunteer Month, Asian Heritage Month, National Indigenous History Month, Pride, Community Impact Month, Caribbean Carnival, World Mental Health Month, Orange Shirt Day, 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 by Telescope, 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.



“Building meaningful programs and celebrating moments that matter to my peers is what drives my sense of purpose and professional fulfillment. Sephora’s commitment to inclusion, belonging, and self-expression provides a powerful platform to foster genuine connection, and I am grateful to contribute to a culture that prioritizes people, impact, and authenticity. At Sephora, community means creating spaces where individuals feel seen, valued, and empowered to bring their authentic selves to work every day.”

Nishita Savalkar
Sephora Gold INCommunity Co-Lead



“Being a member of PRISM as an ally has given me the opportunity to better understand and connect with the LGBTQIA2S+ community. Marching in the Toronto Pride parade with Sephora made me feel incredibly proud to work here. It was a unifying and meaningful experience that gave a very real feeling of belonging.”

Jillian Robinson
Member of Sephora Prism INCommunity



“Being an INCommunity Lead has given me a deeper sense of purpose by allowing me to create space for belonging. This experience has reinforced how proud I am to work for an organization that truly celebrates people and culture.”

Victoria Bennett
Sephora SOARS INCommunity Co-Lead



“Being an ally of this community is a real gift! I was able to meet amazing people with whom I lived precious moments, like the Pride parades. It feels good to work for a company that is known for its inclusivity.”

Laurence Bergeron
Member of Sephora Prism INCommunity

Education & Development

In our commitment to Diversity, Equity and Inclusion, we elevate, celebrate and recognize various moments throughout the year. We 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 – pairing these with various resources for ongoing learning and development.

Efforts like these foster a sense of belonging in our teams and equip employees to appreciate the diversity that each individual brings to our organization. They help to enhance our cultural competency and strengthen our collective culture of inclusivity.



Inclusive Education

At Sephora Canada, employees complete our foundational education modules focused on building inclusive culture – they include:

The Fundamentals of DE&I

Overcoming Unconscious Bias

Understanding Anti-Racism

De-escalation

Retail employees also go through a set of micro-learning focused on inclusive client servicing. These trainings collectively aim to empower our employees with the tools and knowledge to identify and challenge unconscious biases, combat racism, manage conflicts effectively and deliver optimal client service.



Knowing that leaders play a critical role in championing inclusion, in 2025 we launched an additional educational series focused on Inclusive Leadership, building on and unlocking their skillsets to maximize their potential as effective leaders. These modules include:

Cultivating Inclusive Leadership

Inclusive Leadership at Sephora

Accommodation

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.



SPARK Ambassador Program

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.



ASPIRE Early Talent Program

The Sephora ASPIRE Early Talent program is an 8-month co-op initiative designed to provide students with meaningful experiential learning across key corporate functions—including Finance & Strategy, Marketing, Merchandising, People, Retail Operations, and Supply Chain. By driving the continuous development of future Sephora leaders and prioritizing opportunities for people leadership experience, the program cultivates a diverse talent pipeline to support immediate business needs and future full-time roles. Participating managers also benefit by enhancing their leadership and mentorship skills, while reinforcing Sephora’s brand as an employer of choice for the next generation of top talent.

The number of ASPIRE students in the 2025 cohort

13

ASPIRE students who transitioned to a permanent or contract role

25%



The number of Ambassadors that were part of the 2025 cohort

16 (Individual Ambassadors and SPARK Store Leads)

SPARK Ambassadors who were promoted in 2025

20%



Sephora Talent Incubator Program

In 2025, the Sephora Talent Incubator Program (STIP) – an innovative six-month initiative aimed at nurturing and developing diverse leaders within our organization – entered its third year at Sephora Canada. This program, which places a special emphasis on diverse talent, 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, enabled cross-border mentor matching with our US colleagues, and had everyone complete the program with success.



For Mentees

STIP is an invaluable opportunity to prepare for higher-level professional roles, refine career goals, discover how to navigate setbacks and develop resilience, and build inclusive leadership skills. 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.

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 and provide Sephora-specific insights. By guiding mentees towards opportunities, and learning from lived experiences, this collaborative and supportive environment fosters best practices in mentorship, contributing to the overall success of the program.



“I really valued the opportunity to connect with a senior leader at Sephora whom I wouldn’t typically have exposure to in my day-to-day role. I also found the 360 review incredibly impactful, as it provided meaningful feedback from peers and partners that I likely wouldn’t have gathered otherwise. A key takeaway was identifying consistent themes in both my strengths and development areas through the 360 feedback. Working with my external coach helped me intentionally lean into my strengths while creating clear action plans to address constructive feedback. Through conversations with my Sephora mentor, I was able to better understand and leverage existing internal resources. Particularly around Operations Excellence and People Leadership, that weren’t fully introduced during my onboarding. This has helped me lead more effectively and navigate the organization with greater confidence.”

Lucy Brown
Manager, Talent Acquisition (Retail), Mentee



“Being a mentor in the STIP program for three consecutive years has been a deeply enriching experience. On a national scale, I have been able to share my expertise while supporting the development of talent from diverse backgrounds. STIP is a tangible driver of inclusive leadership and sustainable growth.”

Klarissa Pino
Store Director (DIX30), STIP Mentor



“Being a mentor in the Sephora STIP program has been one of the most rewarding leadership experiences of my career. The partnership created a space for open dialogue and trust, where I quickly realized I was learning just as much from my mentee as they were from me. Their perspective challenged my thinking and helped me grow as a more intentional, inclusive leader. Watching their confidence and clarity develop reaffirmed the true power of reciprocal mentorship within the STIP Program.”

Dave Ashwoods
Director of Transportation and Distribution, STIP Mentor



Sephora Grow Together Program and LVMH Career Compass

Grow Together weaves transparency, accessibility, and a talent-first philosophy into the fabric of career development at Sephora, ensuring every employee—from our vibrant retail teams to our corporate offices—can envision and actively pursue their growth within Sephora and across the LVMH Group. By making all job opportunities visible, championing an “internal first” approach to recruitment, and providing a unified platform for career mobility, Grow Together breaks down barriers to advancement and opens equitable pathways for every individual to flourish



Culture *Activations*

To support social well-being, a team of passionate and driven employees from our Culture Committee and hosted various events throughout the year – among them included:

EMPLOYEE APPRECIATION WEEK

A week to celebrate and recognize our amazing teams, featuring catered lunch and sweet treats for employees and Uber Eats gift cards for our remote employees.

ALL GHOULS GALA

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

TAKE OUR KIDS TO WORK DAY

Hosted fun activations including tote decorating, Sephora Bingo, a Sephora Collection brand event, and a career pathing/development session to engage and inspire students.

JOY & GRATITUDE CAMPAIGN

During the holiday season, employees are encouraged to showcase their gratitude by sharing virtual and physical cards to express appreciation.

*Note: some activations were specific to office-based 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. We always ensure that we 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-round 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 and part-time employees enjoy extended health and dental benefits with Canada Life, including Life Insurance. Full-time employees are also provided with 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 more.

This year, we were able to accomplish an important evolution in our well-being approach by extending health and dental benefits along with life insurance and paid sick time to our part-time workforce. With this evolution, over 80% of our employees are eligible for health & dental benefits.

Our well-being initiatives focused on supporting employees’ overall health and development through practical, accessible resources.

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

We also hosted a Nutrition Lunch & Learn with Dr. Stephanie Peltz, who shared insights on building healthy habits to support energy, focus, and long-term wellness.

World Mental Health *Month*

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

MENTAL HEALTH PANEL

A discussion between guest speaker Dr. Katy Kamkar (CAMH), Dr. Sandra Primiano (Dialogue), and Sarah Griffiths (Sephora Total Rewards) on the importance of mental health awareness, the critical signs of struggle, resources and benefits.

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

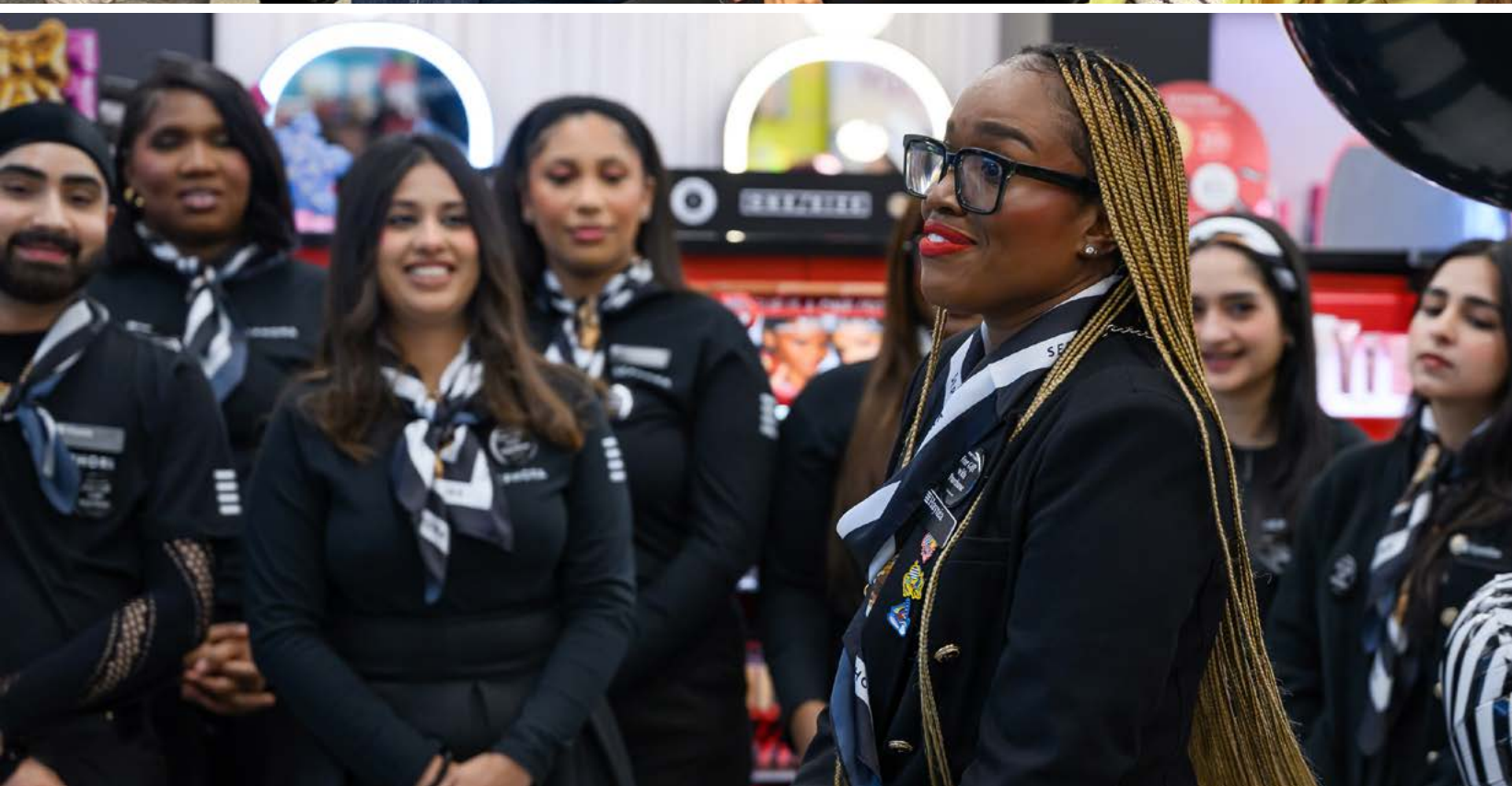
Highlighting resources, activities, and engagement opportunities for employees.

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

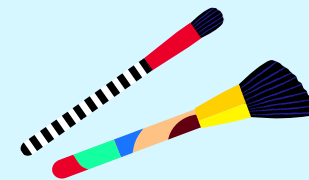


Employer Awards

While our teams are always striving to create the most welcoming and inclusive workplace, accolades from well-known and trusted organizations that recognize the programs, initiatives and practices that drive employee satisfaction continue to validate these ongoing efforts. This year, Sephora Canada received the following recognitions.



Forbes



Canada's Best Employers of 2025

This is the seventh time we have received this accolade.

Canada's Best Employers for Diversity

This is the third year in a row we've received this.

Canada's Best Employers for Company Culture 2025

This is Sephora's first time receiving this award.



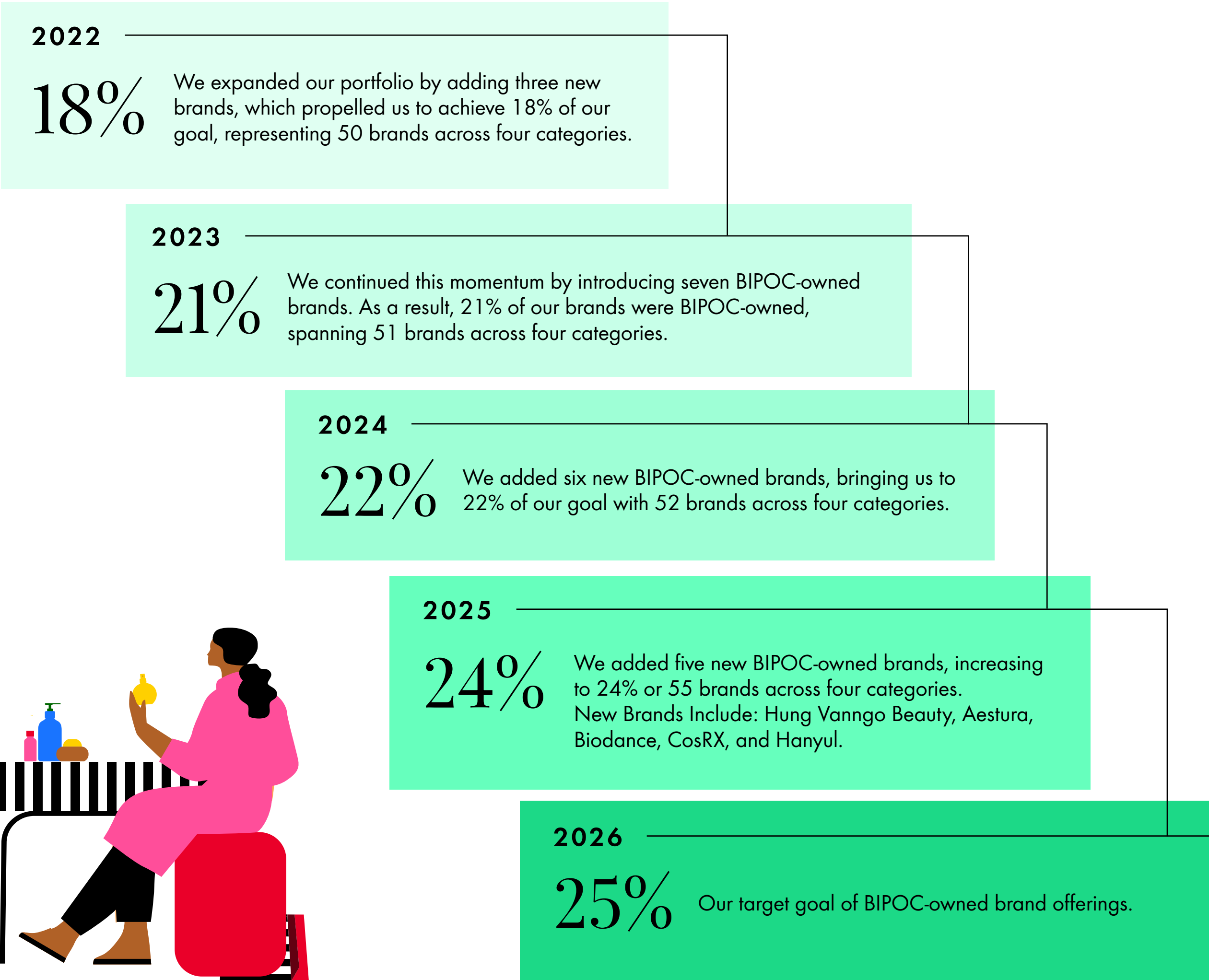
HRD
(Canadian HR Awards)



The University of Waterloo
Award for Next Generation
Employment Innovation

Fifteen 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:



Sephora Squad Canada

In 2025 we furthered our commitment to celebrating and amplifying the unique beauty of Canadians with the introduction of the first-ever, Canadian Sephora Squad. The localized creator program is designed to accelerate the growth of emerging Canadian talent, foster community, and represent the extraordinary diversity that defines Canada. We welcomed 10 members in total, 8 of which were BIPOC.



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 to ensure representation, elevating, celebrating and recognizing the rich diversity of people, cultures and practices in Canada.

13 MARKETING CAMPAIGNS CENTERED ON DE&I WERE LAUNCHED IN 2025.

THESE INCLUDED:

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

3 Global campaigns recognizing International Women’s Day, Pride (Sephora x Haus Labs) and World Mental Health Day (Sephora x Rare Beauty)

38 DE&I-focused content pieces produced for our employer brand and corporate social channels, which resulted in a total of 85 posts across both Instagram and LinkedIn.



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



Top Owned Reel 2025: Ramadan with Mona Kattan

+275%
Higher Reach than Sephora Canada average

LINK



Top Influencer Post: National Indigenous History Month with @wandering_claud

+50%
Higher Reach than Sephora Canada average

LINK

@SEPHORACANADALIFE AND @SEPHORA LINKEDIN

Our employee and culture Instagram and LinkedIn platforms were also active in promoting DE&I. Accounting for over 40% of the organic impressions generated by @sephoracanadalife and @sephora LinkedIn posts in 2025, DE&I-related posts demonstrated that this content resonates with followers.

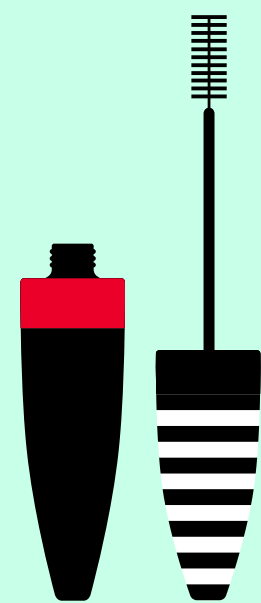
35
DE&I-focused posts on our employee Instagram feed resulting in 28% of our total posts.

ENGLISH 23 AND FRENCH 21
DE&I-focused posts on our Sephora LinkedIn feed resulting in 40% of our total posts.

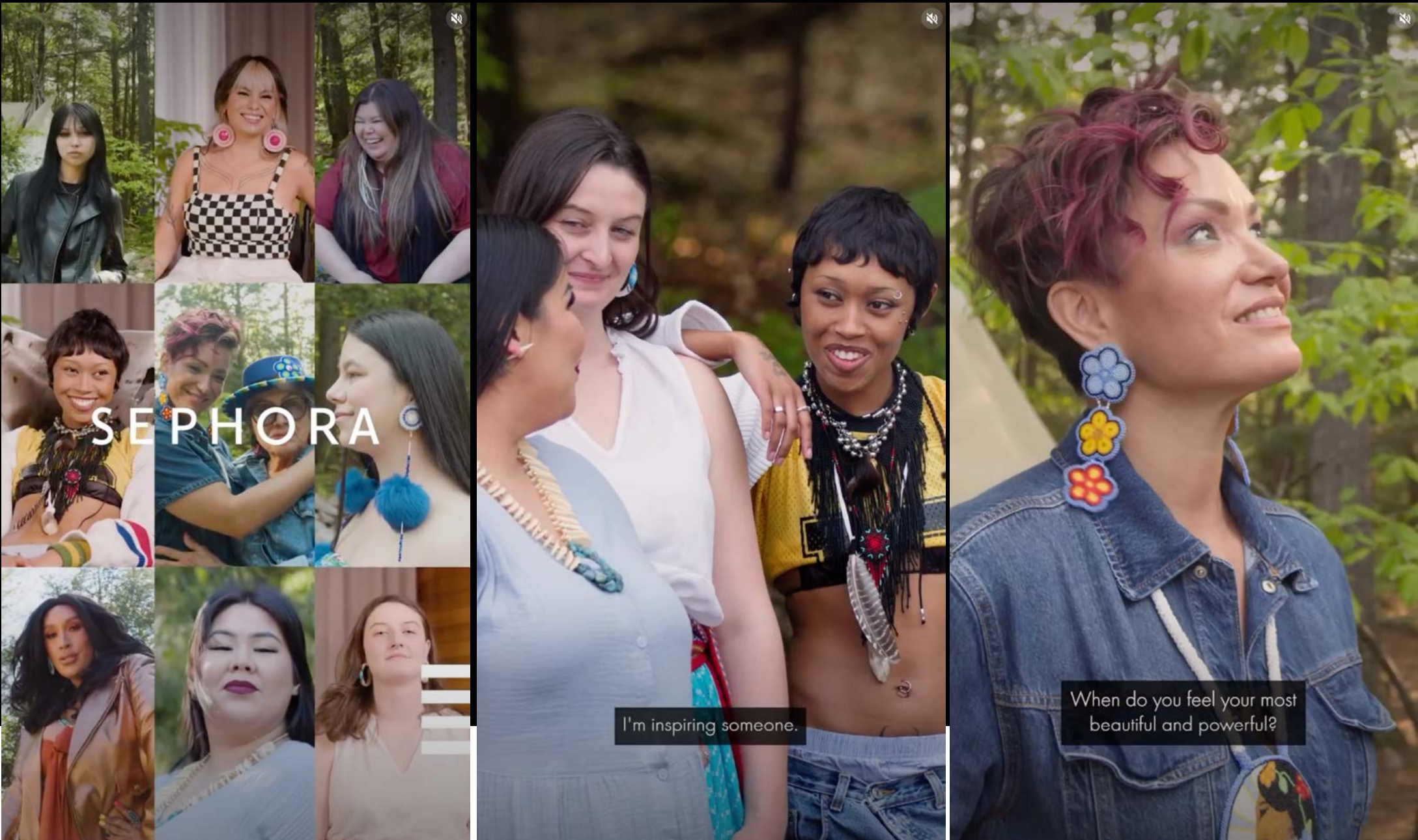
Marketing Awards

2025 Retail Council of Canada, Excellence in Retailing Awards

Winner – Pop-up Experience and Design (Beauty at the Bentway)



Sephora’s Beauty at The Bentway initiative aimed to transform the undeveloped eastern edge of The Bentway into something beautiful. The experiential pop-up included stunning art by local artist Avril Wu and greenery by Toronto Plant Market. It was inspired by Clean and Planet Aware at Sephora and was intended for community to come together and make more mindful choices—from how they move to the beauty products they use.



Commitment to Reconcili-ACTION

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

In 2025, we continued to champion learnings and insights about how Indigenous Beauty is represented in media, while also supporting other initiatives focused on highlighting the need for action, including bracelet making, Faceless Dolls and Sisters in Spirit vigils.



Bracelet Making

This year, in honour of National Indigenous History Month, the SOARS INCommunity hosted an exclusive beading workshop led by a local award-winning Indigenous artist and educator, Naomi Smith. The purpose of this activity was to educate participants on the history of treaties between Indigenous communities and early settlers, through wampum belts. The bracelets created during the workshop were symbolic of those treaty belts and signified a reminder of the importance of relationship building and the responsibility we each have to each other.



Faceless Dolls

For National Day of Truth and Reconciliation, Sephora Canada engaged employees to support the Faceless Dolls Project initiated by the Native Women's Association of Canada (NWAC) in 2012, and builds upon Gloria Larocque's Angel Doll project.

Across our stores and head office, teams created faceless dolls – each doll represented a life lost; with the absence of a face symbolizing how Indigenous women and girls are faceless victims of serious crimes and too often ignored and forgotten. These acted as both a tribute and a small but meaningful step in reconciliation.

Seeing Red – Runway of Rezilience

In 2025, we partnered with Seeing Red media to sponsor, Runway of Rezilience, a live event that celebrates Indigenous creativity, talent, and resilience through fashion, art, and culture. As a partner, Sephora Canada collaborated with Indigenous influencer and advocate Shayla Stonechild, to attend the sold-out event at Casa Loma and serve as our Official Backstage Correspondent. Through her lens, Shayla spotlighted Indigenous beauty, fashion, and makeup throughout the event, helping amplify Indigenous voices and visibility on a national stage while authentically connecting our brand to the community.



Sisters in Spirit Vigils

Sisters in Spirit (SiS) vigils are annual public gatherings that highlight Sisters in Spirit Day, observed annually on October 4th. They are sacred, community-held spaces where families, survivors, and community members come together to honour the lives of Missing and Murdered Indigenous Women, Girls, and Two-Spirit People (MMIWG2S+), through remembrance, ceremony and healing. These are intentionally community-led and are shaped by local teachings, language, ceremony, and the voices of those directly impacted.

Whether held in a park, a friendship centre, a vigil walk, or Parliament Hill, each vigil becomes a site of remembrance, accountability, and resistance. By gathering publicly each year, communities ensure that these stories remain visible and that the urgency of this crisis is never allowed to disappear. Sephora was proud to support resources for this project, enabling grassroots organizations greater ability to raise awareness, amplify gatherings and enhance vigils to suit the unique needs of their communities.

\$9,824,705

Sephora demonstrated a marked increase in charitable investments this past year supporting various causes and initiatives through our three giving pillars (employees, clients and communities).



We hosted various campaigns throughout the year, engaging employees in opportunities to give back to communities with amplified rewards through our Gift of Giving program and our giving platform, Benevity. In 2025, we also developed various activations to create a more hands-on experience.



Employee Giving

\$124,939

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

\$15,875

Direct donations by employees using our giving platform, Benevity.

\$109,064

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

25%

Employee engagement in our giving program this year.

425+

Volunteering hours logged by employees.



Client & Community *Giving*

\$2,711,333

Total donated through investments, grants,
direct donations, and sponsorships.



SEPHORA

Sephora Canada Impact Fund

Sephora Canada launched the Sephora Canada Impact Fund in 2024, a donor advised fund, allowing us to invest and protect giving funds for the future. We were thrilled to continue granting to our community partners in support of their incredibly important work and impact the communities they support.

SEPHORA CANADA'S 2025 CORE PARTNERS



ACCES Employment is a charitable organization that connects qualified jobseekers from diverse backgrounds with employers. With decades of experience in the employment services sector, ACCES provides a wide range of specialized programs, services, and resources tailored to the unique needs of its clients.



Brands For Canada is a registered charity, incorporated in 1992. They collect surplus and unsold new goods that would otherwise be liquidated or end up in landfills. They de-label and redistribute the goods to Canadian families in need through partnerships with 160 social services charities, hundreds of schools, colleges, and universities. Over the last 30+ years, in conjunction with donors and social service distribution partners, they have helped over 1.2 million individuals, kept almost 4 million kilograms of goods out of landfills, donated over \$600 million dollars' worth of goods and saved 31.7 billion liters of water.



The Native Women's Association of Canada (NWAC) is a national Indigenous organization representing the political voices of First Nations, Inuit, and Métis women, girls, Two-Spirit, transgender, and gender-diverse people in Canada. Founded in 1974, NWAC works to advance Indigenous women's rights and well-being through advocacy, research, policy development, and community-driven initiatives. Guided by Indigenous knowledge systems and leadership, NWAC addresses issues including gender equity, safety, health, economic security, environmental stewardship, and cultural revitalization, while building relationships that support self-determination and lasting systemic change.



The Centre for Addiction and Mental Health (CAMH) is Canada's largest mental health teaching hospital, CAMH sets the standards for care, research, education and leading social change.



Inclusion Canada leads the way in building an inclusive Canada where everyone belongs. They support individuals with an intellectual disability and their families in the areas of strengthening families, defending rights, and transforming communities, while building a national inclusion movement with a local and global impact. Founded in 1958, Inclusion Canada is a national federation of 13 provincial territorial associations and over 300 local associations working to advance the full inclusion and human rights of people with an intellectual disability and their families.



Rainbow Railroad is an international human rights organization that creates pathways to safety for at-risk LGBTQI+ people and strengthens policies and systems that support their protection and integration. Headquartered in Toronto and New York, Rainbow Railroad is one of the few organizations that work as direct service providers, advocates, thought leaders, and movement strategists to address global queer forced displacement. In collaboration with a global network of grassroots organizations and human rights defenders in crisis-affected contexts, Rainbow Railroad has supported more than 40,000 LGBTQI+ individuals, including facilitating international relocation for more than 2,300 people since its inception.



Girls E-Mentorship (GEM) connects high school girls to women to limitless possibility through a 9-month mentorship program that builds confidence, professional skills, and networking opportunities.



Black Business & Professional Association (BBPA) addresses equity and opportunity for the Black community in business, employment, education and economic development. Their mission is to elevate Black businesses and professionals by driving economic empowerment, enabling access to capital and career advancement, and restoring community trust through transparent, accountable, and community-led leadership.



Pink Pearl Canada is a community-oriented charitable organization that provides support, facilitates connections and empowers self-identifying young women who are courageously overcoming the social and emotional challenges of being diagnosed with cancer across Canada. Their support programs include Retreats, Sephora's Classes for Confidence (Brave Beauty), One on One Counselling Sessions, and a Peer Support Program and Training. They also provide support packages for those newly diagnosed with cancer, offer a post-secondary scholarship, and have a legacy program. They create a safe and supportive space for those facing cancer.

Strategic Charitable Campaigns and Sponsorships

PRIDE & HAUS LABS

To celebrate World Pride Month, Sephora partnered with Haus Labs by Lady Gaga to support youth mental health through a charitable campaign. For every Haus Labs product sold during the month of June, \$1 would be donated to the Born This Way Foundation’s Kindness in Community Fund – a youth-driven global grant making program funding grassroots organizations that support the mental health and wellbeing of young people by providing safe community spaces and resources that meet their needs. Clients who made Haus Labs purchases were invited to nominate a 2SLGBTQIA+ charity in Canada that should be supported by the fund. This campaign reflected the collective vision of beauty as being part of a kind, inclusive, joyful, inspiring community, where everyone can safely explore and express themselves.



PRIDE AND BRAVE SPACES

Alongside the Haus Labs charitable campaign, and throughout the month of June, Sephora brought back Brave Spaces in select stores across the country – to offer a welcoming environment for 2SLGBTQIA+ community members and allies at Pride to create their Pride looks and, if they wish so, have them removed after Pride celebrations. Talented and trained Sephora Beauty Advisors were at the very heart of this program and guided visitors in creating their Pride looks. Rooted in supporting and inspiring people not only during Pride but all year round, Brave Spaces provided a place for 2SLGBTQIA+ community members to feel comfortable expressing their true self in a welcoming environment.

In Canada, we activated this initiative in Toronto, Vancouver, Calgary and Montreal, in 8 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.



Also, by sponsoring and or registering for Pride Parades in select cities, we not only engaged our teams in the Brave Spaces experience but also in walking along parade routes, supporting the communities we serve, with pride. Through the support of passionate employees and the Sephora Prism INCommunity, we hosted various ‘get ready with me’ opportunities at our head office, supporting employees in their unique beauty expressions, and bringing an incredible parade experience to life.

238+

EMPLOYEES AND THEIR GUESTS WHO PARTICIPATED IN PRIDE MARCHES.



“Brave space means to me that we are proud of who we are, we can express our true self and partnership with Sephora can make that happen. We all belong to something beautiful.”

Bibiana Melicherova (she/her)
Client Experience Manager

“Being involved in Pride makes me feel connected not only to our community and allies, but also proud to be part of an organization that unapologetically lives it’s motto - we belong to something beautiful. Participating in Pride activations (in store and out of store) fosters a strong connection with our community of fellow employees, brand / vendor partners, and our clients. Our partnership and participation in parade activations are important because they are examples of our commitment to inclusion put into action.”

Jason Cheung (he/him)
Manager, Business Operations



World Mental Health Day & Rare Beauty

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 10th, the goal of this day is to raise awareness of mental health issues around the world and to mobilize efforts in support of mental health. Sephora activated globally, with a commitment to donating 100% of global Rare Beauty fine fragrance sales from October 10-12 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.



*The Rare Impact Fund is a fiscally sponsored project of the Hopewell Fund, a 501(c)(3) public charity. Sephora will donate 100% of Rare Beauty fine fragrance sales (excluding Find Comfort products) up to \$500,000.

Support World Mental Health Day with Sephora

Sephora will donate 100% of Rare Beauty fine fragrance sales to the Rare Impact Fund.*
Now until 10/12.

[SHOP NOW >](#)

Look Good Feel Better & Mirror Ball

We also had the opportunity to support Look Good Feel Better’s Mirror Ball, an annual gala event that was held on November 7, 2025. Look Good Feel Better supports people facing cancer by providing complementary 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. The Mirror Ball is one of LGFB’s signature fundraising events to support the important work they do. With a sponsorship that included our annual Gift Card Wall and a fantastic performance by Suzie McNeil and her band, we were very proud to once again support this organization in achieving their goals.



\$7,004,307*

Total value of products donated to various community organizations.

The goal of this donation program is to divert discontinued or end-of-life cycle products from landfills and donate them to people and communities in need. We accomplished this with the support of our dedicated donation partner, Brands for Canada.

Through these donations we diverted 24.96 tonnes of product, equating to a 23.15% landfill avoidance (up 14.35% from last year). By connecting with more brand partners that support this opportunity through Sephora (a total of 24 in 2025), we’ll be able to continue increasing diversions in upcoming years.

*Retail-value



Classes for Confidence

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



From a few virtual classes supporting approximately 50 people in 2021, we have expanded to 29 in-person and virtual classes across Canada, reaching nearly 300 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.



WE CURRENTLY OFFER FIVE SERIES TAILORED TO DIFFERENT COMMUNITIES, EACH DEVELOPED IN COLLABORATION WITH CORE PARTNERS:

C4C Diverse Beauty

In partnership with the Black Business & Professional Association (BBPA), we support individuals with deeper skin tones, giving awareness of BIPOC-owned brands and formulations that cater to their specific needs.

C4C Newcomer

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

C4C Bold Beauty

In collaboration with Rainbow Railroad, we support 2-spirit, non-binary, and transgender individuals in their beauty journeys, as they define what it means to them.

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

We provide a safe space for people with visible and invisible disabilities to explore beauty, with a particular focus on skincare.



C4C in 2025

29

CLASSES HELD WITH 273 PARTICIPANTS.

108

TOTAL NUMBER OF EMPLOYEES, A 15% INCREASE FROM LAST YEAR, WHO SUPPORTED THE DEVELOPMENT AND DELIVERY OF THESE CLASSES.

FEEDBACK FROM PARTICIPANTS HAS BEEN OVERWHELMINGLY POSITIVE:

97%*

felt safe and supported.

97%*

had their needs met.

97%*

felt knowledgeable.

95%*

felt confident.

100%*

would likely refer a friend.

100%*

intend to visit or make a purchase.

*These values represent the average responses from participant surveys conducted throughout 2025.



FROM OUR C4C FACILITATORS:



“Working with the Social Impact team on Classes for Confidence is something I look forward to every year. The Diverse Beauty class specifically has always felt so important to me as a Black woman who once knew nothing about beauty. I love how we cater to people’s differences and identities in a way that celebrates and encourages them to be bold and take up space. Hearing how we’ve been able to instill confidence in the attendees has made me more confident in my abilities as a leader!”

Fayo Abdi
Stage Experience Manager,
West Edmonton Mall (Diverse Beauty)



“Our participant shared that she was so happy to be a part of this series! She shared how amazing it felt to know that we are creating these safe inclusive spaces.”

Britney McKenly
Services Lead, Square One (Bold Beauty)



“Facilitating Classes for Confidence has been one of the most rewarding experiences of my Sephora career! It’s truly a highlight every single year. There is something so powerful about watching people light up when they feel seen and celebrated. Last year was especially meaningful as we were able to bring this program to life at both our Metrotown and Pacific Centre locations. Seeing those teams witness firsthand what C4C is all about and understanding why DEIB is so central to who we are at Sephora, was a moment I will carry with me. I am so proud to have been part of sharing this program with so many people over the years, and I look forward to continuing to champion it for years to come.”

Eila Barlan
Stage Experience Manager, Robson Street



“We had full participation from the class which was amazing! All the participants felt like they learned a lot from the class. We had enough coaches to be able to have more of that 1x1 time when participants found that they were struggling with some of the techniques. Participants gave incredible feedback at the end.”

Marinel
Services Lead, Chinook (Brave Beauty)

FROM OUR C4C PARTICIPANTS:

"I just wanted to reach out and thank you for the session I attended at Square One. Today was the first day I've done a full makeup routine since the event and the things I learned were priceless! The products, the tutorials, everything was a blessing. I want to thank you and the Sephora team for your efforts and let you know how much of a difference it has made. I struggled with many steps in my makeup journey (especially concealer creasing, didn't know what to do with brush or bronzer) but thanks to what I learned I looked flawless. I'm thankful this showcased BIPOC brands I may not have been aware of and let me learn by doing it myself! What a game changer. I look forward to more events!

A Diverse Beauty Participant



"Briefly, this was a valuable class for trans individuals wanting to learn about skin care and makeup. Though there are online resources for this, being at an in-person event allowed us to ask specific questions that aren't always addressed in online spaces or may be difficult to find online. The instruction was clear and beauty team was extremely helpful. I have a sunflower seed allergy, and staff were vigilant in ensuring that the products that I used were free from sunflower seed oil. This was much appreciated. I especially liked the instruction for contouring to soften a look vs. contouring for a snatched look. Many of the dolls can have stronger features which they'd like to soften but current cis focused trends seem to lean more towards structured looks. Although I've been learning and practicing makeup application for 6 years now, I learned a lot. I very much appreciated the instruction for how to soften the look of my prominent madam's apple. It's one of my features that brings a lot of insecurity. I'm really glad that I was able to attend Sephora Canada's Classes for Confidence. Accessible resources like this are very much needed in the trans community. I hope that Sephora will continue to grow these types of programs and continue to show support for my community."

A Bold Beauty Participant



"A heartfelt thank you to the Sephora Canada team for an incredible confidence-building masterclass! It was more than just a makeup lesson — I learned so much about my skin, received personalized skincare recommendations, and discovered how to apply makeup like a pro. I now feel more confident, and it's honestly amazing! I'm excited to incorporate makeup into my everyday life because I've seen how it can enhance my natural beauty. I especially loved the products we used during the session — the serum, sunscreen, mascara, lipstick, shimmer, and brow pencil were all fantastic. Thank you so much to the entire team — you were all so attentive, professional, and truly inspiring. I'm already looking forward to the next masterclasses."

A Newcomer Participant





We remain committed to our purpose and to driving change – leading by example and openly learning throughout the journey. We will continue to drive greater diversity, equity, inclusion and belonging in all parts of our business.