SEPHORA

Progress in *Motion*

2025 Global Impact Report



An Exciting Year at Sephora

For driving change

Big Love from Sephora Red Heart Roadmap

Quiet Hours, Hearts Not Hate & so much more

Sephora Green Heart Roadmap

Boosting sustainability awareness for employees

Promoting refills

Developing in-store drop-offs to reduce empty product waste

Welcome to Our 2025 Global Impact Report

Contents

1 Progress in Motion
2 Making Progress with Our Brands
3 Moving Forward with Our Employees
4 Supporting Our Global Communities
5 Driving Change for the Environment
6 The Facts
7 Your Space

To Our Beauty Community



Guillaume Motte
Global President & CEO

Artemis Patrick
President, North America

Catherine Spindler
President, Europe & Middle East



Alexis Rollier
Global COO & LatAm President



Sylvia Tournery
President, Sephora Collection



Sandra Rimbot
Global Chief HR Officer



Anca Marola
Global Chief Digital Officer



Priya Venkatesh
Global Chief Merchandising Officer



Deborah Yeh
Global Chief Marketing Officer

'We have the power to make a lasting difference for the world.'

It has been a year of increased progress and commitment

As we continue to evolve as a business, we must stay grounded in what defines us: our Purpose and Values. They remain at the very heart of everything we do, shaping our decisions, guiding our actions, and influencing the impact we have on our clients, communities, and each another.

At Sephora, our Red Heart and Green Heart commitments are fundamental pillars of our global strategy. Together, they reflect our drive for delivering exceptional beauty experiences with meaningful social and environmental progress.

This past year, we've taken several important steps forward.

We donated 11 million Euro to communities in need, through strategic initiatives, and by empowering our clients and employees to create positive change, together.

61.5% of open positions were filled internally, reflecting our strong commitment to internal mobility and career growth.

Our in-store drop-off system is available in 55% of our doors worldwide, for customers to bring back their empty beauty products and give them a second life through waste valorization. Around 100 tons of packaging are collected each year, with 78% recycled.

And there's so much more to come.

Looking ahead, we've set clear targets for 2030. Every intention and action counts, and with our incredible Sephora talents, we know we have the power to make a lasting difference for the world.

Thanks to our 55,000+ employees who make this happen every day in all our markets.

Global Sephora Leadership Team

Our Purpose

We champion a world of inspiration and inclusion where everyone can celebrate their beauty

Beauty & Belonging



Produced by Sephora and directed by Anastasia Mikova.

A moving conversation with over 75 Sephora employees and founders of iconic beauty brands.

Beauty & Belonging was shot in studios and real-life environments for six months in eight countries – Canada, the United States, Brazil, France, the United Kingdom, Poland, Thailand, and China.

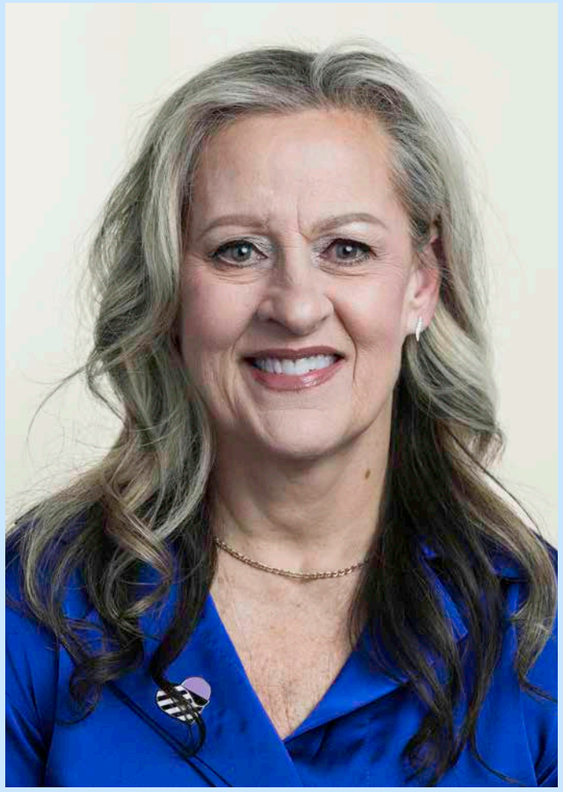
Sephora gave full creative freedom to acclaimed filmmaker, Anastasia Mikova, to authentically capture the essence of Sephora's DNA through her lens.

We first met Anastasia when Sephora sponsored WOMAN, the immersive exhibition based on 'Woman', a film she co-directed with Yann Arthus-Bertrand. As a purpose-driven company, we strongly resonated with the director's vision of the world, and her drive to uncover compelling societal issues by putting people's lives at the heart of meaningful storytelling.

The film explores individual experiences and perspectives on beauty such as the impact of applying makeup for the first time, the importance of an inclusive view of beauty, and how to free yourself from the gaze of others to stand out in exactly the way you want and deserve to.

We celebrate our passionate worldwide community and reaffirm our Purpose of championing a world of inspiration and inclusion where everyone can celebrate their beauty. 'Beauty & Belonging' powerfully reflects how society, culture and peers influence our perception of beauty, while Sephora's commitment is to welcome everyone for who they truly are. By shedding light on the unique personal stories of diverse individuals, the film captures Sephora's core values of inclusion, diversity, and equity, which have been at the heart of our company since its creation.

Watch the movie here:



'Celebrating these 25 years with Sephora, I reflect back on a lot of different personal obstacles I had to overcome. It's how my team, my Sephora team, rallied around me and they lovingly and caringly gave me more support than I could have ever asked for, and just nurtured me along.'

Cheryl Dlugosz from the United States.



'When I arrived at Sephora, I realized there wasn't anything wrong with my hair or weight – it was such a wonderful surprise when the manager said to me: you have gorgeous hair, you look amazing! They really made me feel welcome. I had found a place where I belonged.'

Jessica Lark from Brazil.

Global Reach for Global Progress

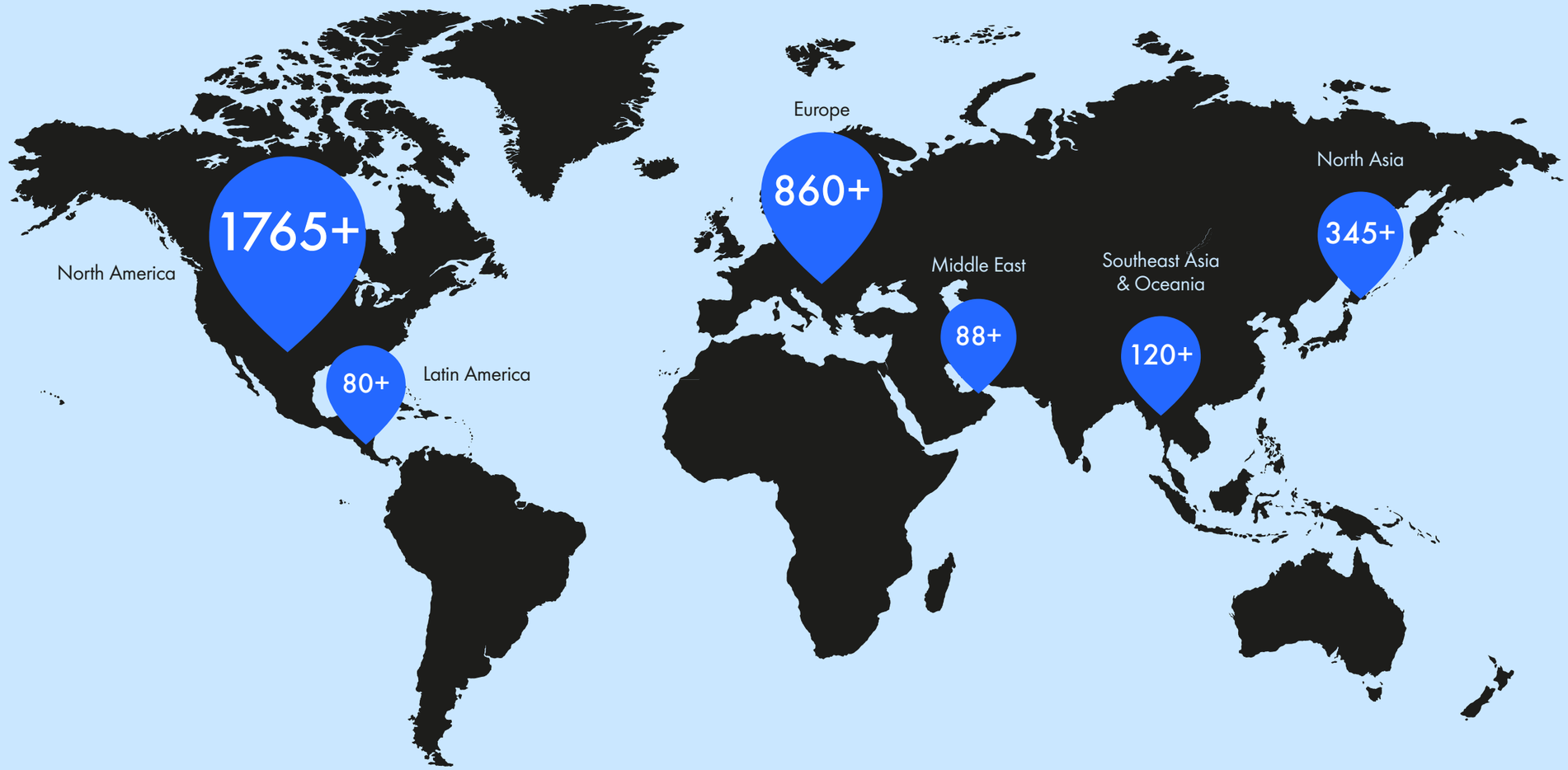
We want to make a beautiful impact wherever possible – for our employees, our communities and the environment.

We operate in 6 regions with over 30 e-commerce websites.

55,000+
people working at Sephora

Operating in
36
markets

More than
3,200
points of sale



Map numbers show Sephora points of sale in 2026

Globally
86%
employees identify as women

In our beauty community, there are
80M
active members

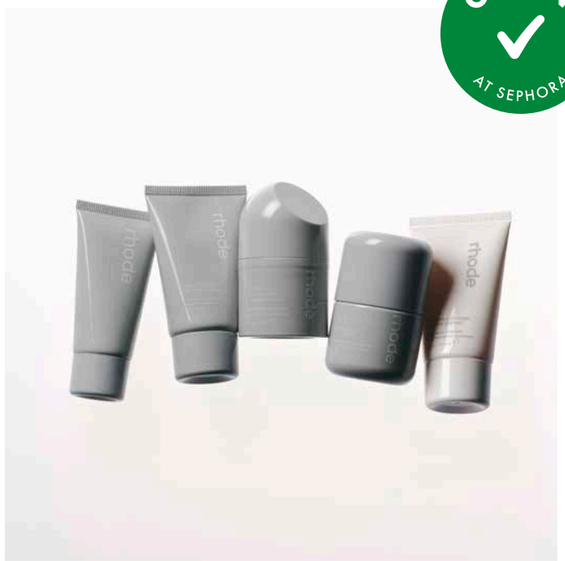
Making a difference worldwide
1M+
people impacted by our social impact initiatives

Giving a second chance to empties
55%
of stores have a drop-off system for empty beauty packaging

1. Progress in Motion: 2025 Highlights



Our 2025 Highlights



Our Biggest North American Brand Launch Meets Clean at Sephora Standards

Welcoming rhode

Hailey Bieber's skincare brand, rhode, has officially debuted at Sephora across the United States and Canada, marking Sephora's biggest North American launch yet.

The brand is already proudly recognized as part of 'Clean at Sephora'.



Spreading Kindness in Communities

Together with Born This Way Foundation

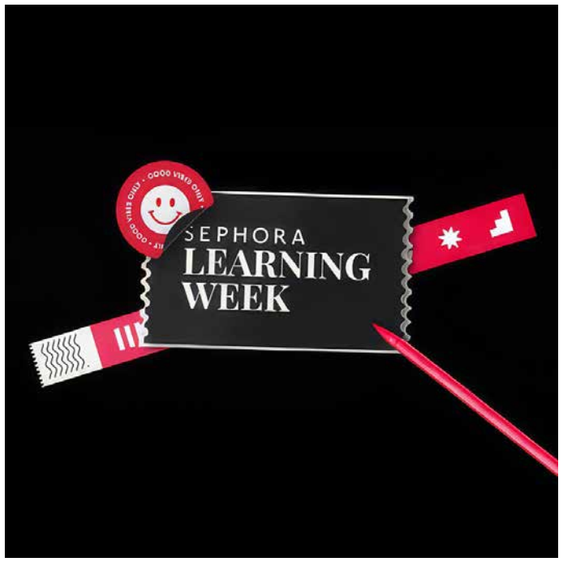
$1 (or local equivalent) from every Haus Labs product purchased at Sephora in June 2025 was donated to Born This Way Foundation's 'Kindness in Community Fund',[i] co-founded by Lady Gaga and Cynthia Germanotta.



Understanding Beauty's Environmental Impacts

With our Sephora Beauty & Cosmetics Retail Fresk

The Sephora Beauty & Cosmetics Retail Fresk is a workshop co-developed by Sephora with the support of Quantis, Sephora's technical expert and trainer partner for the initiative. It equips our teams to better understand the environmental impacts of the beauty industry. Through it, we share solutions that are already available, and run through ways to accelerate decarbonization and environmental transition.



Bringing Our Values to Life

Through Sephora Global Learning Week

With over 5,000 participants worldwide, Sephora Global Learning Week is a great opportunity for our employees to find out more about the connection between our values and how to bring them to life in our everyday work. There's a lot of learning in just four days – change management, self-awareness, collaboration, and strategic thinking.

*Seal used in all regions except Europe. Please see the European version here.

Our 2025 Highlights



Making Gifting Even Better

With our visual merchandising repurposing project

In France, our project collects and transforms in-store materials (point-of-sale materials and visual merchandising) into useful new products such as gift boxes. In 2025, our Sephora Favorites Advent Calendars – sold in France, Italy, Portugal, Romania, and Spain – were:

- Made in France by companies that employ people with disabilities[ii]
- 35% made with recovered waste material from Sephora point-of-sale



Photo credits: Lucas Barioulet

Rethinking Sampling

To improve our impact

In the United States, we created the Sephora Sampling Library to help our brands and partners reconsider sampling, reduce their environmental impact, and scale more responsible options. It received a **Gold Award at the first ever LVMH LIFE 360 Awards**, which celebrated over 180 sustainability initiatives from different Group Maisons.



Photo credits: Al Nassr

Elevating Female Ballers

Through exciting new partnerships

Sephora announced three major partnerships in North America: with the women's league Unrivaled, the Toronto Tempo (Canada's first WNBA team), and the Golden State Valkyries (a new WNBA team based in California).

In Saudi Arabia, we proudly announced a partnership with the AlNassr Women's Football Team, a rising force in the Saudi Women's Premier League.

These initiatives aim to align Sephora with broader cultural movements and promote inclusivity, beauty, and empowerment in sports.



Sephora Collection Refillable Skincare Range

Here to change the way we refresh our beauty favorites

Sephora Collection's Lift & Firm, Glow, and Hydrate creams are now available in refillable formats.

Each refill saves 74% in plastic[iii] packaging compared to buying a whole new jar.

Finished your cream? Don't toss it: refill it! The same formula you love, with less waste.

2. Making Progress with Our Brands

Bringing the Best in Beauty to the World



Our commitment to our customers begins with offering them the very best selection in beauty. This means bringing them products they love from names they already trust, exciting new brands to discover and exclusive launches they will only find at Sephora.

Our brand selection at Sephora:

- **Exclusive:** brands that only partner with Sephora as their sole physical retail distribution point
- **Limited:** brands that partner with Sephora, along with a limited number of other distribution points
- **Broad:** brands that are widely available
- **Sephora Collection:** our own private label brand, offering makeup, skincare, body and hair products, along with accessories

We honor our commitment by:

1. **Challenging what's expected**
   We curate a varied assortment with a distinct point of view on beauty. We only partner with brands we believe in – ones we love, trust, and are real partners over the long run.

2. **Discovering the best in beauty**
   We form deep, collaborative partnerships with our brands – building them, scaling them, and helping them grow globally through support and long-term commitment.

3. **Giving everyone the freedom to explore their beauty**
   We want to make beauty accessible to everyone. We strive to offer an inclusive shopping experience, both in-store and online, with a product assortment that reflects diverse needs in a welcoming environment.

4. **Following our Red Heart and Green Heart Roadmaps**
   Through collaboration and support, we improve brands' impact on people and the environment.

Our Journey Towards More Responsible Beauty



Guidance and Transparency on Product Formulas

Impact Around the World – North America

We published our first Public Chemicals Policy in the United States in 2019, and updated it in 2023, along with progress reports on policy goals, providing guidance and training to suppliers on reducing controversial ingredients and identifying other alternatives. The policy applies to intentionally added ingredients used in formulated products and in fragrance products sold by Sephora, including third-party brands, in stores and online, in the United States and Canada.

Since 2018, we have worked with ChemFORWARD, a science-based nonprofit organization dedicated to expanding access to chemical hazard data and identifying alternatives. Since 2022, Sephora participates in the ChemFORWARD 'Know Better Do Better Collaborative' with other industry leaders.



Phasing Out Controversial Ingredients

Sephora ranked #2 out of 50 retailers in the latest 'Mind the Store Retailer Report Card' in the United States.

The program, led by Toxic-Free Future, evaluates retailers on their efforts to reduce controversial ingredients and plastic in products, packaging and supply chains.



Clean at Sephora, Explained

We want to make it easy for everyone to find products that meet their needs and personal values. Clean at Sephora is our curation of brands with formulas that go beyond regulatory standards to avoid certain ingredients – without sacrificing on effectiveness.

For instance, Clean at Sephora products are made without:

- Phthalates
- Formaldehydes or formaldehyde-releasers
- Oxybenzone and octinoxate
- Hydroquinone
- Triclosan
- Coal tar
- Methylisothiazolinone

Clean at Sephora products may contain both natural and synthetic chemicals and are transparent about product ingredients.

Our Clean at Sephora seal is visible in stores and online. In-store QR codes allow access to products' full ingredient lists online.

Have a look at the full list of excluded or restricted ingredients and more program details:

*Seal used in all regions except Europe. Please see the European version here.

Discover some Clean at Sephora Brands



FRAGRANCE

THE 7 VIRTUES®

DEDCOOL

LORE

MERIT

PHLUR



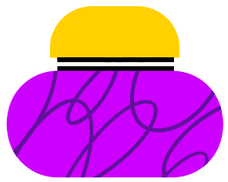
MAKEUP

caliray

HAUS LABS

rhode

saie



SKINCARE

CAUDALÍE

GLOW RECIPE
Clinically Effective. Fruit-Powered. Glowing Skin.™

SEPHORA[iv] COLLECTION

CROWN AFFAIR

K18 BIOMIMETIC HAIRSCIENCE



HAIRCARE

amika:

Briogeo



SEPHORiA

An immersive activation transformed purpose into play

SEPHORiA is our largest and most highly-anticipated beauty event. For the first time ever, dedicated Clean at Sephora booths popped up at SEPHORiA Paris and Dubai in 2025. Sephora invited guests to explore a world where beauty and more responsible consumption can bloom together. At the beginning of 2026, the same activation arrived in Los Angeles.

*Seal used in all regions except Europe. Please see the European version here.

Clean at Sephora launched in
2024

By the end of 2025,
170+
brands met the
Clean at Sephora ingredients list

48
ingredient categories
are included in the
Clean at Sephora list[v]

Clean at Sephora
accounts for
20%
of Sephora sales

Making a Difference for Mental Health

Sephora and Rare Beauty by Selena Gomez join forces for the third year, in honor of World Mental Health Day.

We were proud to renew our partnership with Rare Beauty by Selena Gomez, through the 'Make a Rare Impact' campaign, in recognition of World Mental Health Day, to raise awareness and support for youth mental health.

This year, from October 10th-12th we donated 100%[vi] of new Rare Beauty fine fragrance sales to the Rare Impact Fund. This included Sephora in-store and online sales in 25 markets as well as at Sephora at Kohl's locations across the United States[vii].

Created in 2020 by Rare Beauty Founder and Creator Selena Gomez, the Rare Impact Fund's mission is to mobilize $100 million for organizations expanding access to youth mental health services and education globally. Since its inception, the Rare Impact Fund has raised over $30 million and supports 30 organizations across five continents.

Giving back with purpose

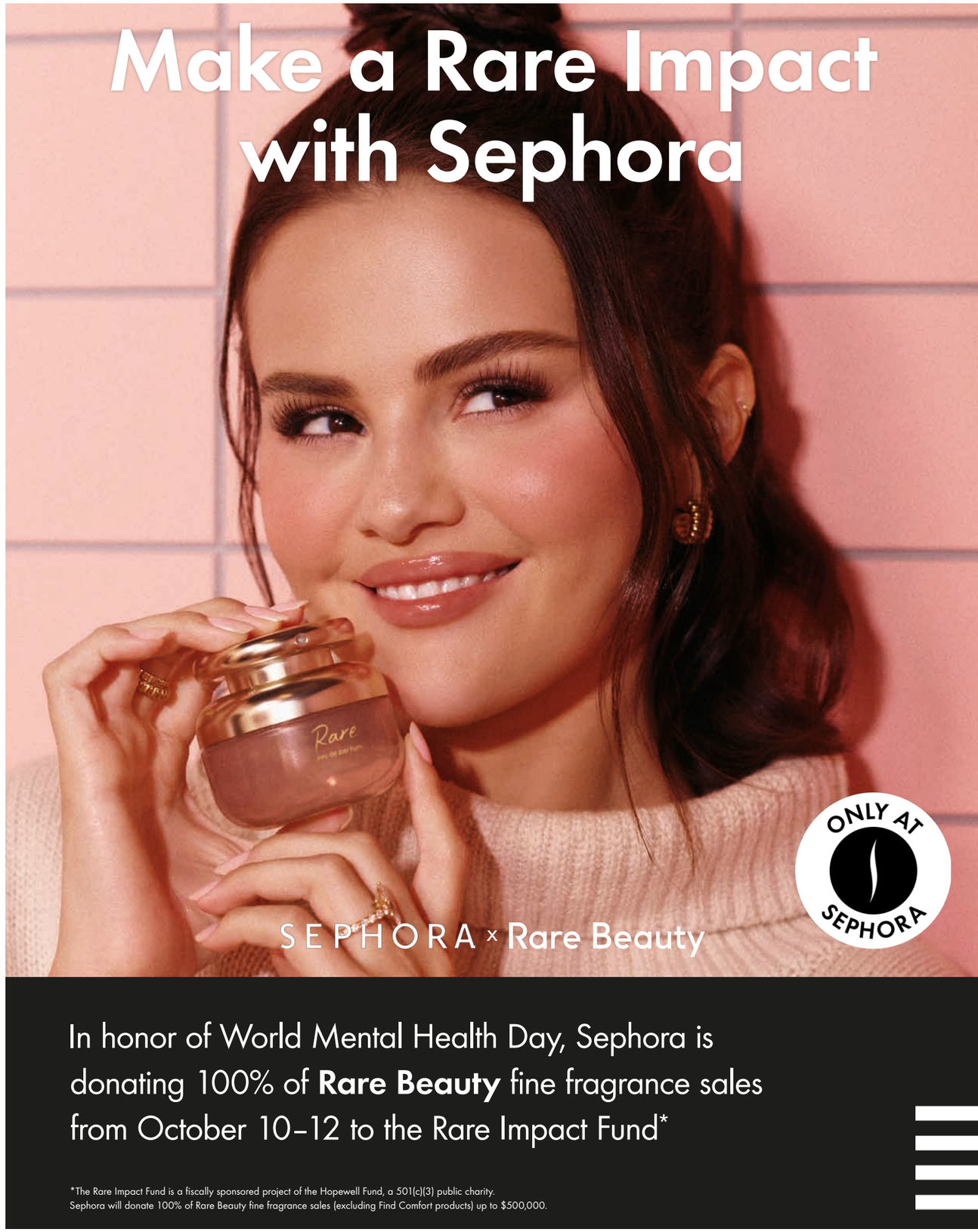
€700K+

donated to the Rare Impact Fund

3.5M

young people reached annually through Rare Impact Fund's nonprofit partners







Inspiring Young People to Build a Braver, Kinder World

Sephora and Haus Labs By Lady Gaga championed beauty, belonging, and mental health for Pride with Born This Way Foundation.

We launched our signature campaign, 'We Belong to Something Beautiful', with Haus Labs By Lady Gaga in partnership with Born This Way Foundation. The campaign film features Lady Gaga sharing her vision of beauty being part of a kind, inclusive, joyful, inspiring community, where everyone can safely explore and express themselves, mirroring Sephora's purpose and vision. The film also highlights 'Sephora Classes for Confidence', one of our social impact signature programs that brings community members together around a shared passion for beauty and storytelling.

From June 1st-30th[viii], in celebration of Pride Month, $1 (or equivalent in local currency) from every Haus Labs product purchased at Sephora was donated to Born This Way Foundation[ix], a nonprofit organization co-founded by Lady Gaga and her mother, Cynthia Germanotta, that empowers and inspires young people to build a kinder, braver world that supports their mental health.

In line with this commitment, the Foundation provides safe community spaces and resources to young people.

Donations were allocated to Born This Way Foundation's 'Kindness in Community Fund'. This youth-driven global grant-making program funds grassroots organizations that support the mental health and wellbeing of young people.

As part of the overall initiative, Sephora and Born This Way Foundation invited the public to nominate organizations supporting LGBTQIA+ communities to receive these grants.

DONATE PROUDLY WITH SEPHORA AND HAUS LABS® BY LADY GAGA

This June, Sephora will donate 1€ for every Haus Labs purchase to the Born This Way foundation supporting LGBTQIA+ youth.

€344K+

donated to
Born This Way Foundation's
'Kindness in Community Fund'

Building the Next Generation of Beauty

Impact around the world – United States









Sephora Accelerate

Since 2021, 41 brands spanning the makeup, skincare, haircare, and fragrance categories have graduated from Accelerate, with more than half launching at Sephora. Several brands have received glowing responses from the industry and beauty community, including trailblazing brands like EADEM, with their viral, unstoppable success, Kulfi becoming an all-door brand with standout formulas including a top 3 lip stain, Topicals, Fara Homidi, BROWN GIRL Jane, and more.

Sephora Impact Summit

In 2025, Sephora hosted its second Sephora Impact Summit. This event was created to provide a dedicated space for innovative, inclusive founders to learn, connect, and access valuable resources to fuel their entrepreneurial journeys.

Attendees included industry and brand partners, such as Issa Rae, Mona Kattan, and Jackie Aina, as well as inaugural Sephora Impact Award winners Priyanka Ganjoo and Patrick Ta, program advisors, and Sephora executives from across North America and global teams.

Fifteen Percent Pledge

Since becoming the first major retailer to sign the Fifteen Percent Pledge in 2020, Sephora has grown its Black-owned brand assortment by more than 250%.

This year, Sephora awarded the Sephora Beauty Grant to Sienna Naturals, a Black-owned, cruelty-free haircare brand and 2024 Sephora Accelerate graduate, providing $100,000 and year-long mentorship to unlock the next level of growth and potential for the brand.

Since 2021,

41

brands have graduated from Sephora Accelerate

More Sustainable Beauty is in Our Hands



Engaging top brand partners in targeted sustainability action plans and supporting them with dedicated educational programs such as 'Sephora Together for Tomorrow' is our priority to guide and collaborate with them in their environmental actions.

Products sold at Sephora represent around 50% of our overall corporate carbon footprint, including their manufacturing, direct use phase, and end-of-life. At Sephora we believe we have a key role to offer more sustainable products.

Refill solutions and the efforts of Planet Aware at Sephora brands continue to expand circular practices across our product portfolio.

Collaborating for Action

There are so many ways to make a difference in the world. Here are the key topics we have started to focus on with our brands:



1. Refill your favorites
As customers become more conscious of their consumption, refills offer a simple but meaningful change. We've launched our Sephora Collection refills, making it easy and fun for everyone to revive their most-loved products.

2. Shop aware
To be recognized as Planet Aware at Sephora, brands need to meet more than 30 environmental criteria. Planet Aware at Sephora brands include, among others, Glow Recipe, amika, Caudalie, and Saie.

*Seal currently used in North America, Middle East, and Southeast Asia.



3. Love them, then let them go
We have in-store collectors in 55% of Sephora stores worldwide[x] and brands are invited to help us promote this initiative. Clients can always bring their empties to our stores – it doesn't matter where they bought them from originally – we don't judge! They just need to check the type of products they can drop off, according to their local program.

Making it Easier for Customers to Refill Their Favorites

A simple, meaningful change for more conscious consumption

Expanding refill options is helping us to work towards our goal of reducing the environmental impact linked to product packaging. Reducing the need for new components can lower the carbon footprint of beauty products.

We want to make buying refills easier and will support brands as they evolve their packaging and product design.

We've created a dedicated seal to make it easier for our customers to spot refillable products online:







Sealing the Deal for Brands with Environmental Commitments

With Planet Aware at Sephora

By working with scientific and environmental experts, we've set a standard to guide us forward.

Planet Aware at Sephora launched in 2024. This global program makes it easier for customers to identify brands that have made meaningful environmental commitments, in-store and online.

To be recognized as Planet Aware at Sephora, brands must fit more than 30 environmental criteria across four pillars:

1. Sustainable ingredient sourcing and formulations
2. Sustainable packaging
3. Corporate commitments
4. Consumer transparency

Scan the QR Code to discover the program's full list of criteria and principles.

*Seal currently used in North America, Middle East, and Southeast Asia.

Some Planet Aware at Sephora brands include:







SKINCARE	MAKEUP	HAIRCARE
CAUDALÍE	saie	amika:
GLOW RECIPE	caliray	Briogeo



By the end of 2025,

43

brands at Sephora earned Planet Aware at Sephora recognition

Improving Sustainability Education for our Brand Partners

With Sephora Together for Tomorrow

In summer 2024, we launched 'Sephora Together for Tomorrow,' a sustainability education series, available worldwide, designed to help brand partners accelerate their progress. Through expert-led webinars and a dedicated resource center, brands can find guidance on topics including packaging circularity, responsible sourcing, safer ingredients, climate impact, recycling, and sampling.

These shared resources are complemented by **one-on-one collaboration with brands** to define concrete action plans, from reducing product carbon impact and limiting air freight to improving recycling systems and rethinking point-of-sale materials.

Brands are also encouraged to support the Planet Aware at Sephora program, improve their sampling experience, and increase their refill solutions.



More than

600

people attended the Sephora Together for Tomorrow webinars

Environmental efforts are 'important' or 'very important' to their brand, said

88%

of attendees

There's a dedicated global website and resource center for brands with over

165

resources to download



Rethinking Our Sampling Experience

Impact around the world – United States

We created the Sephora Sampling Library to help our brands and partners rethink sampling, reduce environmental impact, and scale more responsible options. Support from eight sample suppliers, as well as external experts, helped us to build a toolkit offering 25 ways to sample more responsibly across all product categories.

The library provides key information, including each solution's sustainability attributes, materials and lifespan, CO_2 impact, and less-impactful end-of-life options.

Our Sampling Library received a Gold Award at the first ever 'LVMH LIFE 360 Awards', which celebrated over 180 sustainability initiatives from the different Group Maisons.

Joining Forces with Our Brands

For the 'Planet Beautiful' Campaign in the United States

The 'Planet Beautiful' Campaign, in partnership with rePurpose Global, is a collective initiative born from the collaboration between The Saie Climate Initiative and Sephora in the United States, bringing together beauty brands exclusively sold at Sephora around one shared mission: to collect 1 million pounds of plastic waste worldwide.

Brands participating in 2025:

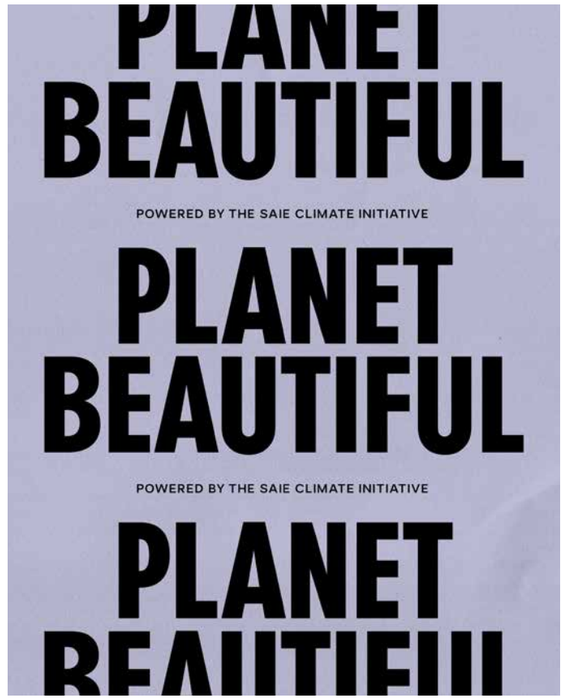
saie

CROWN AFFAIR

HENRY ROSE

iNNBEAUTY PROJECT

Discover more about the initiative's impact here





Planet Beautiful campaign impact:

1M

pounds of plastic recovered

Sephora Collection

More than a brand: it's *our* brand

Sephora Collection embodies what makes Sephora truly special. It reflects our ability to discover, test and reinvent beauty around the world, offering high-quality products at affordable prices, easy to use and accessible to all.

Sephora Collection has been imagined, developed, and brought to life by all our teams, and is trusted by millions of people. Every day, we embrace all looks, styles and trends to celebrate our favorite kind of beauty: our customers'.

Since 1996, Sephora Collection has continuously reinvented itself through meaningful innovation: first, our iconic bath bottle, which famously graced every store entrance in Europe for many years, followed by the introduction of the legendary 365 lipsticks.

Now, we've got strong best-sellers such as our Size Up Mascara, Cream Lip Stain, Colorful Masks and Super Brightening Serum. There's a constant drive to test, learn, and reinvent beauty.

We're proud to call Sephora Collection 'ours'.

Our sustainability must-haves

At Sephora Collection, we're obsessed with reinventing beauty consumption. For us, sustainability is a team effort. We don't just set rules; we build the capacity of our entire ecosystem, from employees and clients to partners and suppliers, to grow with us.



Let's explore beauty responsibly, to keep it worth celebrating.

Mindfully Designed, Thoughtfully Chosen

Sephora Collection products adhere to high standards for quality, traceability, and safety. We select cosmetics ingredients and packaging materials with care, aligned with LVMH's robust guidelines, which are based on the most demanding industry benchmarks[xi].



Doing better with palm oil

The rate of RSPO-certified palm oil and palm oil derivatives procurement is

98%[xii]

Respect for the source

98%

certified paper and cardboard[xiii]

Keeping nature in mind

96%

of our CARE range – skincare, personal care & haircare – products contain ingredients of natural origin[xiv]

Sticking to the program

All skincare, haircare and bath products adhere to our Clean at Sephora program[xiv].

New refillable skincare range

With 74% less plastic[iii] in packaging compared to a full-size jar.

Considering every customer

98% of our products, across the entire assortment, are vegan[xv].



Keeping it simple

No secondary packaging for makeup products, excluding palettes and product kits.

*Seal used in all regions except Europe. Please see the European version here.

Same Efficiency, Improved Environmental Performance

To evaluate the efficiency of our eco-design approach and related product innovations, we've started to assess some of our products with a tool, managed at the LVMH Group level, to measure the environmental quality of the chosen packaging. Each product is assessed using an Environmental Performance Index (EPI), based on a carbon footprint operated at the product level.

We analyzed our previous nourishing moisturizer pot's environmental performance and compared it with the new refillable pod, as well as its refill.

Lightweight packaging: less plastic, more recycled materials

A key way to reduce product impact is to make its component lighter. Sephora Collection did it with its iconic **Cream Lip Stain:**

- 30% weight reduction in the cap compared to the previous version
- Plastic shrink wrap on the tube was replaced with a sticker
- Packaging contains at least 44% recycled material



Putting these steps into motion created a 7.7% reduction of the overall weight of the product, equivalent to 2.5 tons of plastic reduced every year[xvi].



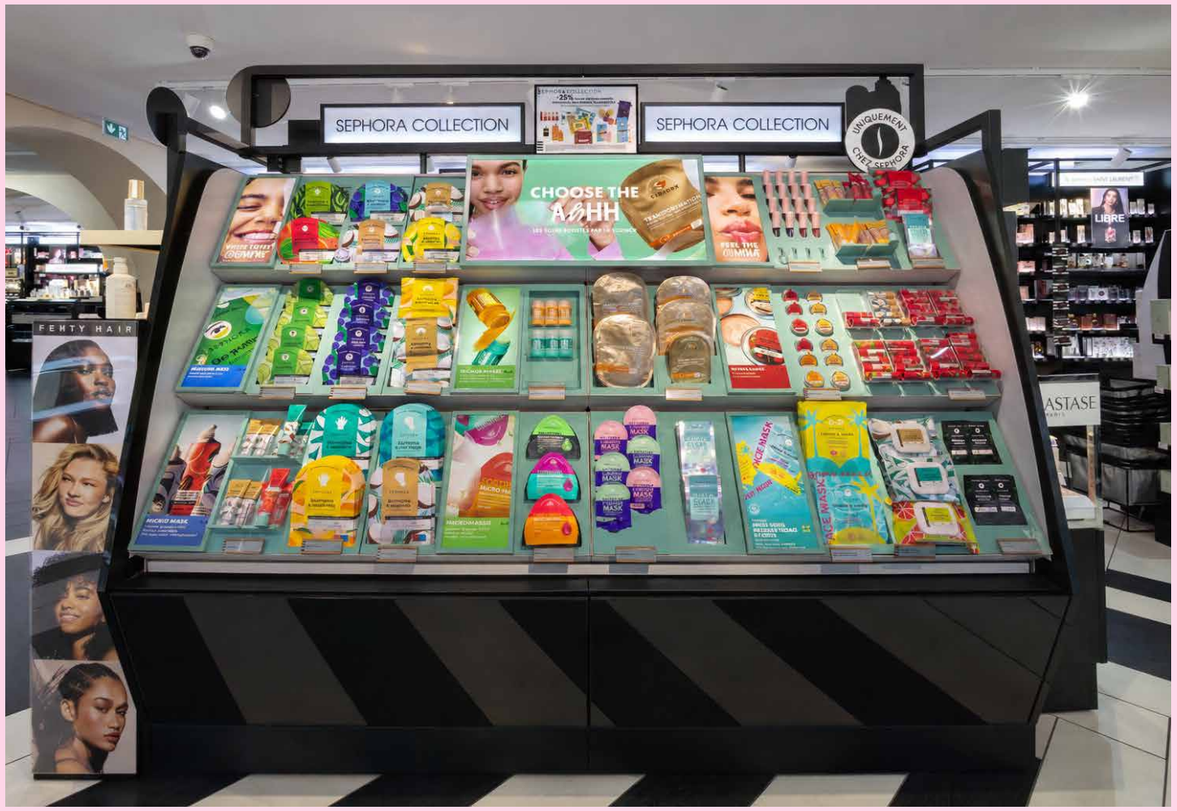
Same great makeup, different materials

Our **mini-mix palette** is made of FSC-certified cardboard. But that's not all. It's now magnet-free and has a removable mirror that makes it easier to recycle when your favorite eyeshadow hits pan.

Leave-in products: we're tackling use, too

The use phase of products also has a carbon impact. Sephora Collection **All-In-One Leave-In Conditioner** works like a conditioner with no need to rinse.

Leave-in products are formulated for more efficient removal, meaning the customer needs to use minimal (if any) water, compared to similar products that need to be rinsed off.



Improving Visual Merchandising Eco-Design

Sephora Collection visual merchandising in stores (across all regions) is now designed to be impactful and scalable without multiplying regional production efforts. Since 2023, visuals have been reduced by 40% and labels by 67%, allowing for less production and printing.

Everything is designed to make disassembly easier – modules don't contain glue, they have mechanical fixtures and easily removable peel-offs instead.

Skincare masks visual merchandising uses:

- 13% lighter modules, by reducing the number of components
- Recyclable modules, collected and ground into reusable raw materials after disassembling, thanks to Sephora points-of-sale materials and visual merchandising repurposing program in France

Makeup visual merchandising had a

36%

weight reduction in the new concept[xvii]

3.

Moving Forward with Our Employees



Welcoming All to the World of Beauty

Every day, we strive to bring the Sephora magic to life through our shared Purpose and Values, a framework that serves as the North Star for all our actions. Purpose is Sephora's fundamental reason for being. It's a driver of direction and resilience.

Our Values are our set of shared principles that guide our everyday behaviors.

Together, we belong to something beautiful.

Our Values

Embodied by you

For us, beauty is about feeling seen, valued, and empowered, both individually and as a community.

It's about connecting deeply with others, celebrating diversity and inclusivity, unlocking employees' potential, and making a difference every day.

Our Values guide the way we work every day and inspire us to show up for our teams, clients, brand partners and communities.



Imagine fearlessly, make it happen

- Be bold and think like a disruptor
- Focus, work smart, and get results
- Meet the challenge, embrace the change



Welcome all to the world of beauty

- Listen to the customer and meet them where they are
- See beauty in diversity
- Extend our spirit to every community



Grow together, win together

- Collaborate as one team
- Learn from shared success – and failure
- Empower growth and create opportunity



Lead with passion and heart

- Love your work, love your people
- Build expertise, share generously
- Be yourself – and help others do the same



Inspire, uplift, and celebrate

- Design for discovery and fun
- Recognize moments that matter
- Don't forget to dance

Everyone is Welcome at Sephora

In our community, authenticity is embraced, and the strength of our differences fuels our collective spirit.

This sense of belonging nurtures personal growth. We offer our employees the tools and opportunities to thrive by encouraging continuous learning, innovation, and leadership.

And because what we do is meaningful when it has a positive impact, we can find fulfillment in delighting clients every day and inspiring our industry at large.





From the Inside

We elevate women, people with disabilities, people from all generations, and underrepresented communities within our workforce.

In our Culture

We inspire and engage our employees to actively live our Purpose.

185+
nationalities represented

55,000+
employees worldwide

32
years old is the average age at Sephora

86%
of our employees identify as women

86%
of our employees work in retail

Our Commitments

We support gender equality and equity
Our goal is to maintain and accelerate the equity of our workforce by having at least 60% of our key positions held by women and increasing career and succession planning opportunities for women in our workforce.

We speak to all generations
We continue to work to ensure inclusion and opportunity for everyone, paying special attention to all generations at work.

With respect to our customers, our Beauty Advisors help everyone choose the products best suited to their habits, and their skin and hair type.

We ensure fair practices
We are always reviewing our HR practices to ensure wages are fair and opportunities are equal – especially for people who have just started their careers with us.

We stand for people with disabilities
We aim to follow best-in-class DE&I practices and look to increase our number of employees with disabilities to at least 4% representation by 2028 worldwide.

We support underrepresented communities
We continue to develop talent from underrepresented communities within our company. We do this through our dedicated programs, such as Sephora's LEAP Program (Learn. Engage. Aspire. Path.) and 'Sephora Talent Incubator Program' in North America.

“

80% of employees believe the work they do at Sephora is meaningful to them

”

From Sephora Voice, our internal Global Engagement Survey



Feeling Seen and Valued Starts Inside



Photo credits: Angela Decenzo

Building the Next Generation of Inclusive Leaders

Working at Sephora means being part of a vibrant culture where every voice matters. Our teams thrive and shine in a place where diversity is celebrated, and authenticity is embraced.

We work to ensure our teams and leaders reflect the diversity of the communities we serve, with equity and fairness embedded as everyday standards, not aspirations.

Our culture is shaped by shared values and a belief that when individuals grow, our collective grows stronger.

Sephora Winning Together, our global leadership program, launched 10 years ago, continues to strengthen a culture rooted in collaboration and shared success. Through coaching and leadership development, participants are empowered to become ambassadors of our Values and future-ready leaders.

Impact around the world – North America

The **Sephora Talent Incubator Program** is our first structured mentoring and coaching program. Since its launch in the United States, its scope increased to Canada in 2023.

This six-month program is designed for managers and supervisors across our offices, stores, and distribution centers who aspire to take their careers to the next level. The program has three components: a competency-based mentoring track, a group coaching track, and a culturally-oriented individual coaching track. Since launching in 2021, **300 mentees** have completed the program across our offices, stores, and distribution centers.

A Culture of Continuous Learning

Investing in learning means investing in experience – for our employees and for our clients. We invest in our teams' continuous learning and growth, creating a culture of development so that we can all innovate and lead together.

GLOW

THE ONBOARDING EXPERIENCE

GLOW Onboarding: the foundation of our headquarters employee experience

Our year-long onboarding journey, 'GLOW', welcomes new hires into Sephora's culture with clarity and connection. Designed as a 365-day experience, it provides consistent, high-quality learning and fosters community and belonging from day one, immersing new employees in Sephora's journey and Values, creating a strong sense of belonging and emotional connection.

Every year, over

10,000

Beauty Advisors and Store leaders are coached and trained by Sephora University in Europe and Middle East

Sephora University and Retail Education: shaping the in-store Sephora experience

Our Beauty Advisors help clients discover the power of beauty, creating personalized experiences that help them feel confident and empowered.

To develop our retail teams and support them to achieve their personal potential and collectively our commercial targets, we created in-house retail training institutions across Europe, Middle East, Brazil, Asia, and North America. The training builds expertise in client experience and care, product knowledge, and leadership.

Impact around the world – Europe and Middle East

At Sephora University in Europe and Middle East, training starts as soon as someone joins, with thorough onboarding designed to ensure that, by the time they hit the shop floor, they're confident, knowledgeable, practiced, and ready to offer a great client experience.

Next up is our Advanced level, which introduces new skills and extends existing ones, while also deepening the understanding of our product axes and client journey.

And finally, there's the Expert level, which elevates mindset and expands skill sets, giving our retail staff the confidence, insight and mastery they need to act as a peer coach or buddy to colleagues.

In Europe and Middle East, Sephora University earned the Qualiopi certification in 2023, affirming a shared standard of excellence[xviii].

In this region, we have also created several **'Best of the Best' Expert Communities** to further develop our retail talents, elevating their skills and taking their expertise to the next level.



Our Global Learning Week

To celebrate our commitment to continuous learning and development, each year Sephora invites headquarters employees across all markets to come together for a joint learning event, the **Sephora Global Learning Week.**

Teams in our offices worldwide are invited to pause, reflect, and learn, exploring topics from change management to strategic thinking, and reinforcing the connection between values and daily behaviors.

5,000
total participants worldwide

4.5/5
overall experience

43%
of participants followed more than 3 initiatives during the week

in one week, around the world
80+
activations were taking place

Growth Made Visible

Building fulfilling careers at Sephora

Our culture empowers personal growth. We offer our teams the tools, space, and opportunities to learn, innovate and lead, and to shape their careers.

Careers at Sephora are built through conversation, curiosity, and community. We believe career growth must be both accessible and transparent and we're committed to fostering an environment where everyone can grow and thrive.

With 86% of our workforce in retail, our ambition is to enable and build career experiences that are concrete and relevant for all.

We strive to strengthen the way we support development and mobility across Sephora and the LVMH Group. Through ongoing feedback, learning opportunities, career conversations and talent reviews, employees are encouraged to actively shape their own journey.

In 2025, 61.5% of open positions[xix] were filled internally, across Sephora and the 74 LVMH Maisons

To scale this ambition across all our markets, in 2025 we launched **'Grow Together',** a global career program designed to bring transparency, simplicity, and proximity to career development. More broadly, it connects to the **LVMH Career Compass,** giving employees access to resources, opportunities, and pathways across the Group.

To support this, the role of Managers and HRs as career enablers was further strengthened through dedicated training, shared career development principles, and tools designed to help them become true enablers of growth and internal mobility.

By encouraging internal mobility, Sephora supports talent in continuing to learn, expanding their impact, and building meaningful careers, while ensuring the organization continues to grow through diverse experiences, stronger collaboration, and better knowledge sharing.

Beyond 2025

By 2027, we want 7 out of 10 roles to be filled internally.

“

Our talents want to **grow**—and expect meaningful opportunities to do so. At Sephora, we are focused on creating the right environment at scale, through initiatives such as **Career Days**, and transparent internal mobility principles and opportunities across Sephora and the LVMH Group

Sandra Rimbot
Global Chief HR Officer, Sephora

”

SEPHORA

CAREER DAYS

Putting Careers in the Spotlight at Sephora Around the World

'Sephora Career Days' are part of our 'Grow Together' program, designed to simplify employee development paths and provide greater transparency around career opportunities at Sephora and within the LVMH Group.

Three days of inspiration, connection, and valuable resources were planned to empower our employees to navigate and advance their careers. This talent-centric event spanned across 35 markets and included coaching sessions tailored to each time zone, multilingual resources, and regional/local activations. Special attention was given to our stores with tailored initiatives placing retail talents at the heart of this program.

During these three days, everybody working at Sephora had the opportunity to:

- Expand their network
- Explore our dynamic ecosystem
- Gain practical insights to shape their career path

Sephora Career Days also connected store and office talent to internal Sephora and LVMH job opportunities. This ensures that every employee, regardless of location, can easily explore career possibilities within our network.

~4,000

employees took part in Career Days activities

1,500

employees joined coaching sessions

Growing with Sephora



Meet Max Marion, Retail Training Coordinator in Brazil

Max Marion started as a part-time Makeup Artist and has evolved into a role where he discovered the joy of empowering people through education.

He shares how Sephora's culture, combined with mentorship, truly transformed his life.



Meet Cristina, Director of Business Operations & Optimization in Canada

What do 22+ years at Sephora look like? Cristina started her journey at Sephora as a Sales Associate and now leads retail operations.

For her, Sephora is about a true sense of community, continuous learning and the opportunity to make a difference in people's careers.



Meet Mariya, Flagship General Manager in the United States

From a Quality Agent supporting Black Friday to 22 years later becoming General Manager of one of our iconic New York flagships, Mariya's story is a testament to the growth and opportunities at Sephora.

For her, mentoring future leaders is the most rewarding part of her role.



Meet Kassandra, Training Specialist based in Greece

Starting as an intern and part-time Beauty Advisor, Kassandra's path to our corporate team is an example of how passion, curiosity, and a supportive community can shape a beautiful career.

Today, she dedicates her time to educating and empowering our store teams, ensuring they have the expertise to deliver memorable experiences for our clients.

“I can express my personality to the fullest, while still receiving advice on how to improve.”

Sephora employee
from the Europe and Middle East region

Here for Everyone



Working at Sephora means stepping into an inclusive, welcoming environment that celebrates everyone’s diversity and individuality. At Sephora, our mission is simple: **championing all beauty fearlessly.**

It’s central to who we are, and we’ll continue building inclusive environments for our employees, customers, and communities.

We aim to create and sustain fair, equitable, and inclusive work environments by building diverse teams and leadership that are also reflective of the broad range of customers and communities we serve.

Our strategic roadmap focuses on four global priorities, to which we align to ensure equity and inclusivity: gender, disability, all generations, and underrepresented communities.

Empowering Women, Accelerating Professional Growth

With 47,000 women who shape Sephora worldwide, we value their talent, passion and leadership at every level of our organization. Our actions are inspired by our gender equality principles:

- Non-discrimination at every stage of recruitment
- Equal treatment in terms of remuneration, access to training and professional promotion to guarantee the same opportunities for everyone, with equal skills

73%

of our top manager roles are held by women

7 out of 9

members of Sephora's Executive Leadership Team are women

The 'EllesVMH Collective'

Launched in 2024 by the LVMH Group, 'EllesVMH Collective' is a digital mentoring program that connects talent across Maisons, functions, and regions. This initiative is at the heart of LVMH's ongoing efforts to foster gender equity by building the world's largest corporate mentoring community.

Be a Mentor ▶

You can support a colleague from the Group to grow and overcome challenges. Anyone with valuable expertise and a willingness to share can become a mentor, without any specific seniority required.

Be Mentored ◀

You can seek advice from another colleague in the LVMH Group on career development, skill-building, work-life balance, feedback, and performance.

480+

Sephora mentors and mentees are already participating in 'EllesVMH Collective'



Everyone's Included

Whether in-store or at headquarters, in a management position or not, we believe that disability should never be an obstacle to the recruitment, career and development of our staff members.

We recognize that each of us may encounter disability, at some point in our lives, or experience it as caregivers. Our goal is to cultivate an environment where everyone feels empowered to embrace their unique selves. We provide accessibility, recruit people with disabilities, and provide them with the necessary support so that everyone can thrive at work.

We encourage open communication about all disabilities. Our **Disability Disclosure Guide** provides clarity and resources, including dedicated LVMH internal platforms.



Impact around the world

From our distribution centers in the United States to internship and apprenticeship programs in our stores across Asia and France, and in our headquarters and stores in Brazil and in Italy, we are actively working to dismantle barriers to employment for individuals with disabilities.

The Power of 'Duos' – Inclusion Meets Empathy

As part of our ongoing commitment to disability inclusion, our French team participated in 'DuoDay', a campaign during European Week for the Employment of People with Disabilities.

We paired Sephora employees with people living with disabilities for a full day of job discovery and connection.

2.8%
employees with disabilities worldwide

Around
60
dynamic 'duos' were created across HQ and retail

"Sephora builds a community where everyone has a seat at the table"

Sephora employee
from the North America region

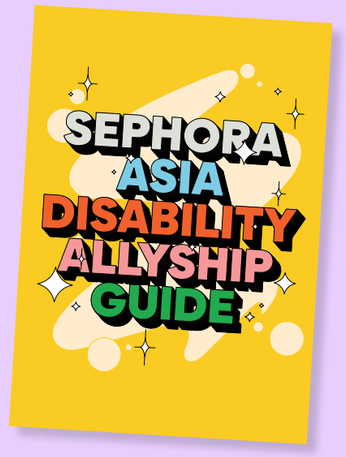
3 Ways to be a Better Ally to People with Disabilities

Our Internal Disability Allyship Guides first rolled out in Asia, Europe and Middle East, provide employees with key facts, figures and links to additional resources, helping everyone to be better informed and to encourage employees be advocates and allies for their colleagues.

1. **Hold space & listen**
   This means creating a safe, supportive, and non-judgmental space where another can be fully emotional, physically, and mentally vulnerable.

2. **Lean in**
   Understanding and learning more about issues which disabled people face is a great place to start. Do your own research, talk to friends who are members of underrepresented groups and be open to challenging your own prejudices.

3. **Speak up on their behalf**
   Don't let ableist language slide. Respectfully call it out if you hear it. Listen to each person as an individual and reflect on the language they use and how they refer to themselves and others.



This content was taken from our Disability Allyship Guide, shared in Asia.



The Strength of the Sephora Community Fuels our Collective Spirit

Five global awareness moments anchor our year in reflection and action.

At Sephora, we believe it's important to celebrate and promote the social and environmental causes that matter to us;

1. International Women's Day
2. Earth Month
3. Pride Month
4. World Mental Health Day
5. International Day of People with Disabilities

These campaigns are supported by our **18 Employee Resource Groups** at Sephora, across Europe, North America and Latin America.

Employee Resource Groups (ERGs) are voluntary, employee-led communities focusing on specific topics of interest (both social and environmental). They continue to fosterconnection, dialogue, and meaningful change across regions.

100+

activations with 6,700+ employees engaged

Some of our internal communities across the United States, Brazil, and Europe supporting multiple causes and demographics

Beleza Sem Ciclos

EMPOWERED WOMEN EMPOWER WOMEN
ELLESVMH LVMH x SEPHORA

SEPHORA

SEPHORA PLANET

SEPHORA IN Communities
Elevate your voice

SEPHORA INCOMMUNITIES SEPHORAPRISM

SEPHORA INCOMMUNITIES WORKING PARENTS

SEPHORA INCOMMUNITIES MI GENTE

SEPHORA INCOMMUNITIES GREEN TEAM

SEPHORA INCOMMUNITIES ELLESVMH

SEPHORA INCOMMUNITIES SEPHORANOIR

SEPHORA INCOMMUNITIES WOMEN WHO TECH

SEPHORA INCOMMUNITIES INSPIRASIAN

SEPHORA INCOMMUNITIES SEPHORABILITY

SEPHORA Onyx

SEPHORA Prism

SEPHORA Soars

SEPHORA Gold

SEPHORA Lotus

4.
Supporting Our Global Communities

Magic comes to life every day in the beating heart of Sephora – our stores



Our stores are where our teams create joyful, welcoming experiences and extend our spirit to every community we serve.

We strive to create unforgettable experiences where people feel free to explore their beauty without judgment. Our community celebrates positive beauty moments that reinforce self-confidence.

We believe beauty can be a force for positivity with the power to uplift and transform.

Every day, we connect our customers and beauty brands inside the world's most trusted and dynamic beauty community.



How Sephora Gives Back to Local Communities

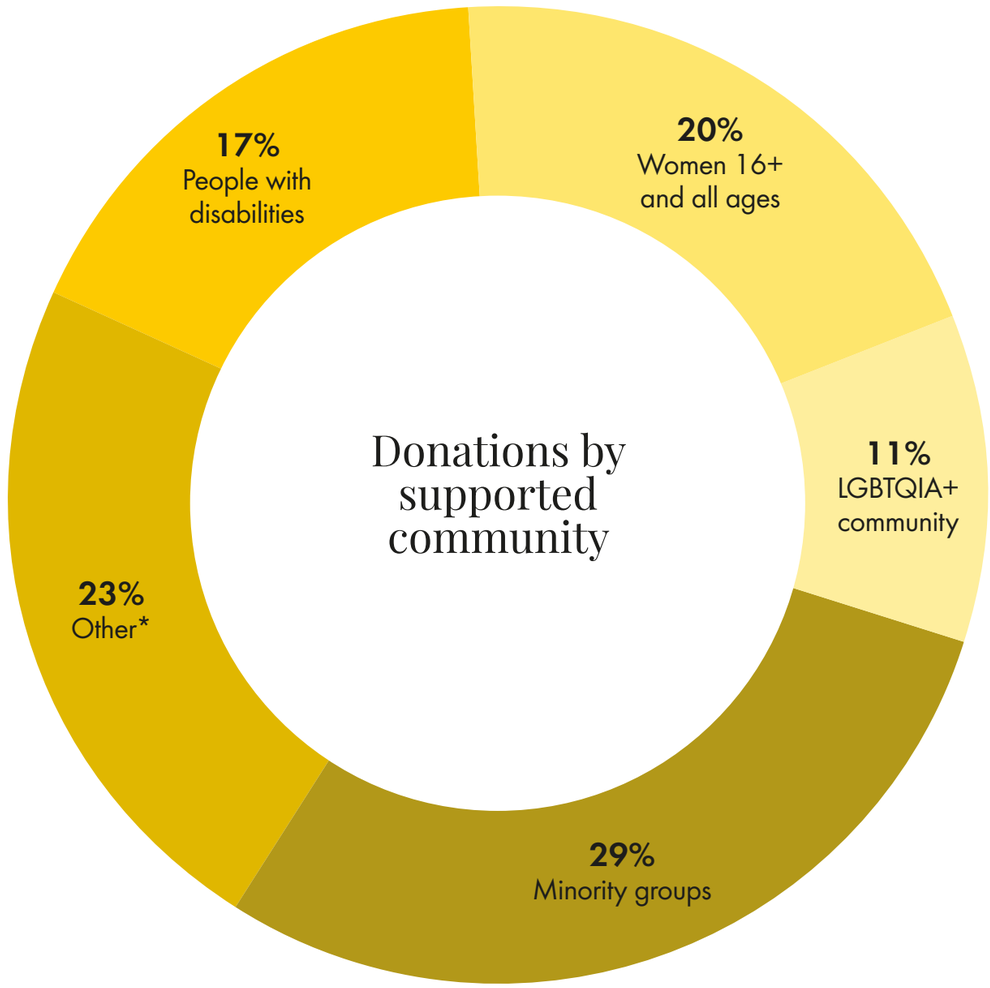
We're committed to championing a world of inspiration and inclusion where everyone can celebrate their beauty. To achieve this important goal, we partner with nonprofit organizations to support communities across all our markets. Through strategic initiatives, we also empower our clients and employees to create positive change, together.

Our actions focus on two global priority communities – gender and disability – and three regional priorities: LGBTQIA+ communities, people over the age of 55 and minority groups.

Our 2025 donations were shared with our priority communities

€11M
was donated to communities in need in 2025[xx]

An estimated
1M+
people were positively impacted



*Including donations through the 'Make A Rare Impact' campaign



Fostering Kindness and Empathy Online

With Sephora 'Hearts Not Hate'

Criticizing a product or a piece of content? Always. Criticizing someone's appearance or identity? Never.

When we share our brands and products online, we welcome everyone's opinion. However, when there are negative comments about the identity or appearance of anyone we feature, we respond with the **power of positivity to encourage a community that thrives on mutual support, respect, and encouragement.**

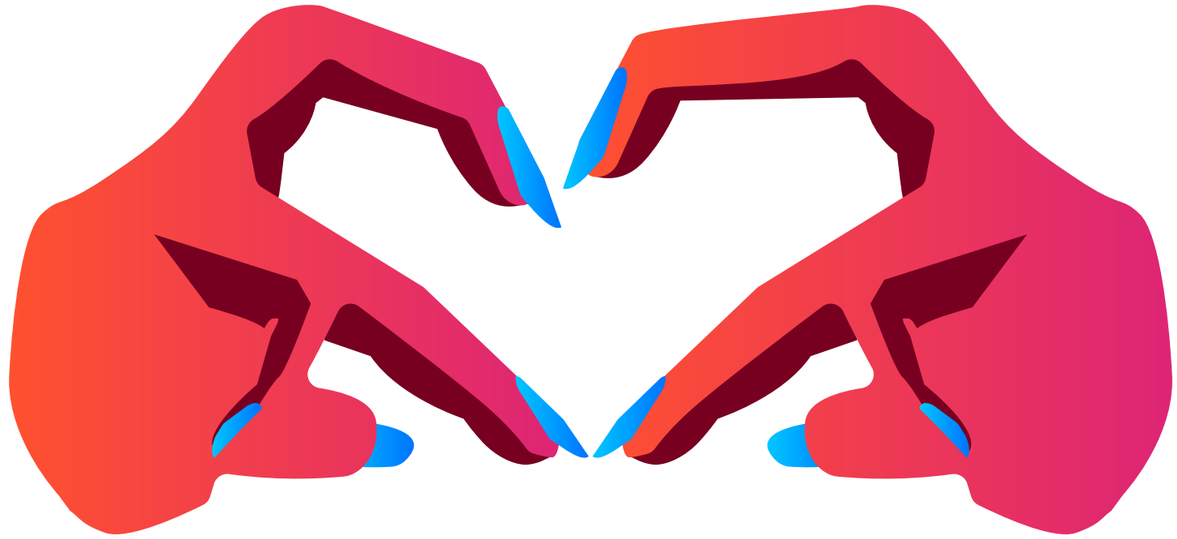
Sephora's 'Hearts Not Hate' online program establishes strong community guidelines that create 'safer spaces[xxi]' for our online creators and audiences to celebrate all forms of self-expression and actively stand against hate and harassment online.

We take a stand against online bullying, which can have a significant impact on self-confidence and mental health, to make social media a judgment-free platform for all.

Deployed for the first time in 2021 in North America, this year, we expanded the program to Europe, Southeast Asia, and Latin America.

Sephora has created and continues to cultivate one of the industry's most diverse influencer groups – **'Sephora Squad'.** During the launch phase, markets leveraged this community and partnered with content creators to share messages on the mission and pillars of our program. They shared testimonials and opened the discussion of negativity in online spaces, its impact and how to potentially solve it.

We want to celebrate diversity and build a community where everyone can be themselves, without judgment.



Impact Around the World

We've adapted Sephora 'Hearts Not Hate' to suit the unique dynamics and needs of each region we serve

Asia
In just 2-3 weeks of the campaign's launch there was a sharp decrease in negative or critical comments on social content – particularly those featuring influencers and Sephora Squad members.

Brazil
Nearly 72% of more than 630 comments on campaign content were positive, with users expressing clear support for Sephora's efforts to build a more inclusive digital space.

France
Sephora 'Hearts Not Hate' content generated 4x more comments and an increase of 50% in engagement compared to the average.

Italy
In Europe, Sephora 'Hearts Not Hate' launched in May as a lead-up to Pride Month. Italy stood out for all the right reasons – high engagement and impactful, locally tailored content.



Beyond 2025

Sephora 'Hearts Not Hate' continues. We'll keep highlighting Sephora 'Hearts Not Hate' on Global Awareness Days – International Women's Day, Pride Month, World Mental Health Day, and International Day for People with Disabilities.

Creating a Beautifully Calm Shopping Experience for Everyone

With Quiet Hours

“

Quiet Hours at Sephora is an opportunity to bring our purpose to life by providing a beautifully calm atmosphere where clients feel welcome, allowing them to shop at their own pace, find and purchase the products they **love**.

”

Deborah Yeh
Global Chief Marketing Officer, Sephora



SEPHORA

In 2025, we launched a pilot of **Sephora ‘Quiet Hours’** to create a more inclusive, accessible shopping experience for neurodiverse clients and those with sensory sensitivities. With an estimated 20% of the global population being neurodiverse – and 70% of autistic individuals avoiding retail stores due to sensory overload – Quiet Hours directly addresses these barriers.

We turn down the music, adjust the screens and leave people to browse at their own pace.
During Quiet Hours, stores reduce music volume, dim overhead lighting, avoid using noisy equipment, and minimize strong scents to create a calmer environment. Together with a group of neurodiverse clients, Sephora developed global training for Beauty Advisors to recognize the preferences of their clients, offering support only when needed and enabling greater autonomy and comfort.

An experience everyone can enjoy
The impact extends beyond neurodiverse clients, offering all customers a more peaceful atmosphere. Quiet Hours also empower Beauty Advisors, improving their interactions with clients and enhancing their overall wellbeing.

By launching Quiet Hours, Sephora is taking meaningful steps to ensure its stores are spaces where everyone feels valued, respected, and comfortable.

The impact
Our Quiet Hours pilot program reached eight markets and delivered strong results for both customers and employees. Clients overwhelmingly described their experience as very positive, emphasizing tranquility, improved focus, and a welcoming environment that made shopping more comfortable and inclusive.

Employees echoed these benefits. Many team members highlighted that the initiative fostered empathy and inclusion, creating a respectful and supportive environment for all.

90%

of clients think Quiet Hours makes Sephora stores more inclusive and welcoming for all

68%

of neurodivergent shoppers say Quiet Hours significantly improves their experience

Beyond 2025

After the successful pilot, we’re now rolling the program out globally to set a new industry standard for inclusion and client care.

SEPHORA
BRAVE SPACE

Creating Places for LGBTQIA+ Communities to Connect and Express

With Sephora 'Brave Spaces'

Created with and for the LGBTQIA+ community, Brave Spaces are places to gather, create, and connect during Pride Month. Our trained Beauty Advisors create celebratory looks for our clients and also help to remove makeup after the local parades and events.

So much more than just a service, Brave Spaces are a clear expression of our year-round commitment to visibility, safety, and self-expression.

In 2025, we deepened our impact with:

- Dedicated Beauty Advisor training to ensure informed, affirming support
- Partnerships with local LGBTQIA+ organizations to address community-specific needs
- Tailored programming, including support for LGBTQIA+ students in Italy and a roundtable on inclusivity in sports in France

Sephora was recognized among seven Maisons at the **LVMH 2025 Inclusion Awards** for its commitment to making its points of sale places of expression, confidence and pride for everyone, with Sephora 'Brave Spaces'.



Giving People the Come-back They Deserve

With Sephora 'Classes for Confidence'

Led by our Beauty Advisors and makeup masters, we aim to **empower individuals facing major life transitions and challenges,** such as re-entering the workforce, facing illness, or exploring their gender expression.

That's why we offer free in-person and online beauty classes organized in partnership with local NGOs. Classes for Confidence offer a supportive setting where attendees can learn various makeup and beauty techniques to inspire self-confidence and fearlessness.

This year, we ran **218 classes reaching over 1,900 participants,** who truly deserve our support, providing them with a wonderful and uplifting experience.

We were proud to collaborate with our local partner NGOs supporting communities such as women with a migration background or women surviving cancer.

None of this would have been possible without the dedication and commitment of our amazing store teams.

Our target is to reach 3,500 participants by 2027.





5.
Driving Change for the Environment



Our mission is to create and advocate for the future of more sustainable **beauty**, working alongside our community of consumers, brands, and employees.

Strategizing Toward More Sustainable Beauty, Together

In 2024, Sephora reaffirmed its sustainability strategy and defined **10 targets to be achieved by 2026 and 2030.** We recognize that it remains a challenge, requiring courage and changing practices.

With this in mind, we also developed a powerful scoring system designed to consolidate and measure our progress across Sephora's 10 priorities. This comprehensive index serves as a unified performance dashboard, reflecting our commitment and the shared efforts of each region to contribute to the achievement of global targets. In 2025, we celebrate meaningful progress on 6 of our Roadmap targets, paving the way to the first milestones in 2026.

4 pillars, 10 targets by 2026 and 2030 to improve our sustainability impact

Reduce
Carbon Emissions

1. Use 100% renewable electricity*
2. Reduce store electricity consumption to <300 kWh/m²**
3. Limit airfreight in t.km transported**

Promote more
Sustainable Consumption

4. Increase 'Planet Aware at Sephora' sales by 35%**
5. Achieve Sephora Collection targets*:
   - 100% RSPO-certified palm oil and derivatives
   - 100% FSC-certified paper and cardboard
6. Engage top 100 brands in the 'Sephora Sustainability Action Plan'**

Rethink
Packaging & Waste

7. Install in-store collection bins in 75% stores*
8. Source 100% certified paper and cardboard in Sephora's 7 key usage categories*
   - FSC, PEFC or SFI-certified
9. Return, donate, recycle or valorize 100% of unsold products**

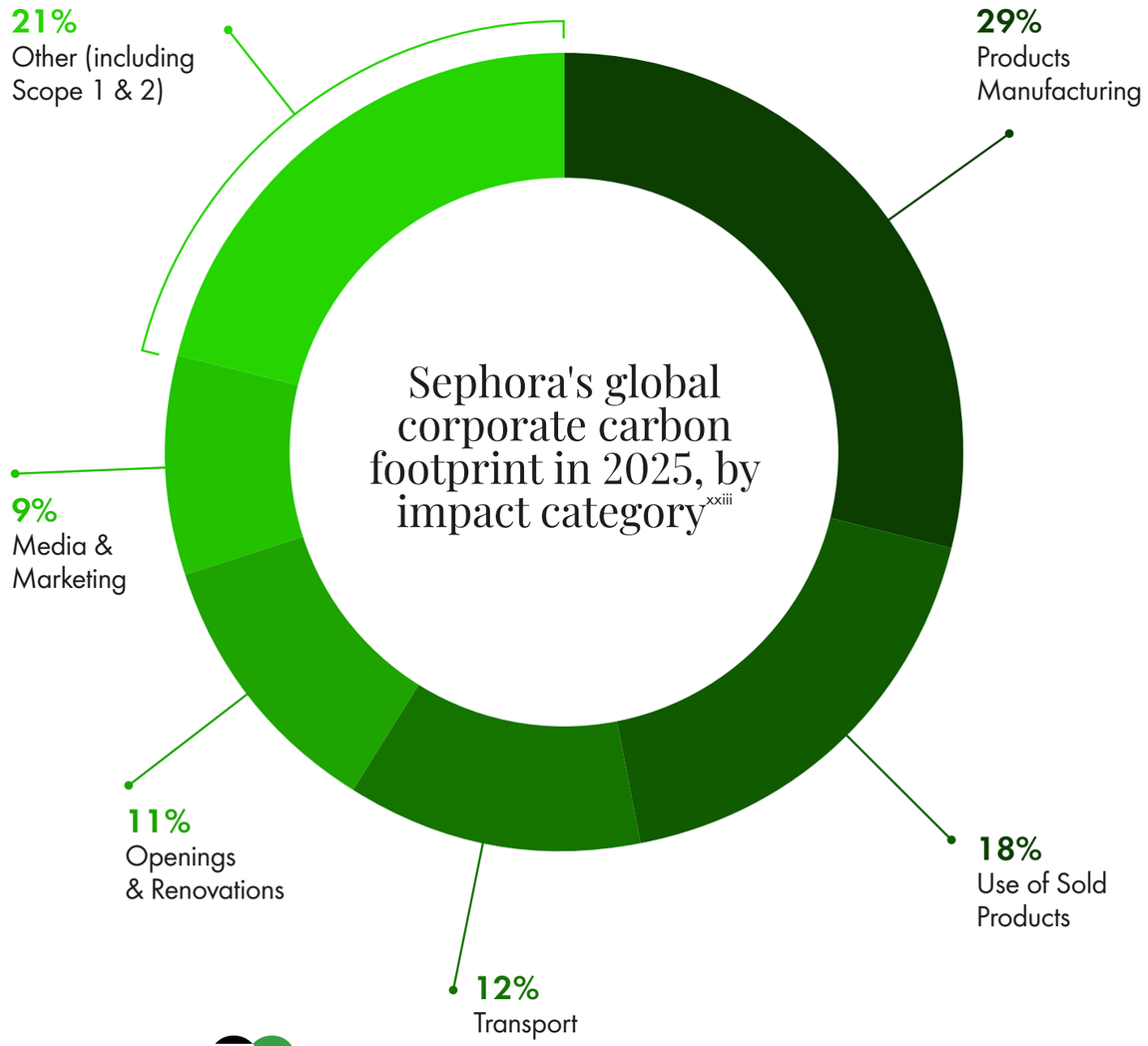
Engage
Employees

10. 100% employees trained or participated to awareness-raising initiatives on sustainability*

*by 2026 **by 2030

Our strategy is based on our carbon footprint that we have actualized in 2025 and supports us to identify the key emissive hotspots in our business[xxiii].

To reduce our impact on the environment, we need, as a priority, to act in collaboration with our brands, supporting their products' decarbonization roadmap, and to reduce our inbound and outbound transportation impact, mainly linked to air freight.



In our direct operations, there was a

-44%

reduction in Scope 1 & 2 in 2025 compared to 2023[xxiii]

Making Change Happen in 2025

Change rarely happens by accident. Making an impactful difference takes intention, patience and strategy, with dedicated people and teams at the heart of everything.

Together, we've developed multiple initiatives and actions to raise awareness and train our teams, aligned with our commitment of 100% employees trained or aware of sustainability practices by 2026.

With 55,000+ employees worldwide we believe everyone has a role to play in stores, offices, and distribution centers. Leveraging everyone's sustainability skills is key to achieving our goals.



48%

of employees were trained or aware of sustainability practices between 2023 and 2025[xxiv]

> Our goal is for 100% of all Sephora employees to be trained in or aware of sustainability by 2026.

Our Beauty Advisors play a key role in achieving Sephora's Green Heart Roadmap

Technologies such as LED lights and smart meters are useful but not enough. We also rely on our Beauty Advisors to take action.

Since 2023, selected European markets have introduced dedicated sustainability-oriented roles within store teams, taken on by volunteer Beauty Advisors.

These employees act as local champions of Sephora's Green Heart Roadmap in retail, bringing environmental initiatives to life on the ground. Through training, in-store communication, and practical tools, they promote more efficient energy use and encourage everyday actions that contribute to long-term impact.

Beyond awareness, they play a key role in connecting stores and headquarters.

By identifying what works at store level, they help scale effective practices across markets.

As visible advocates for more responsible operations, they support their teams, track progress over time, and help to embed sustainability into daily routines.

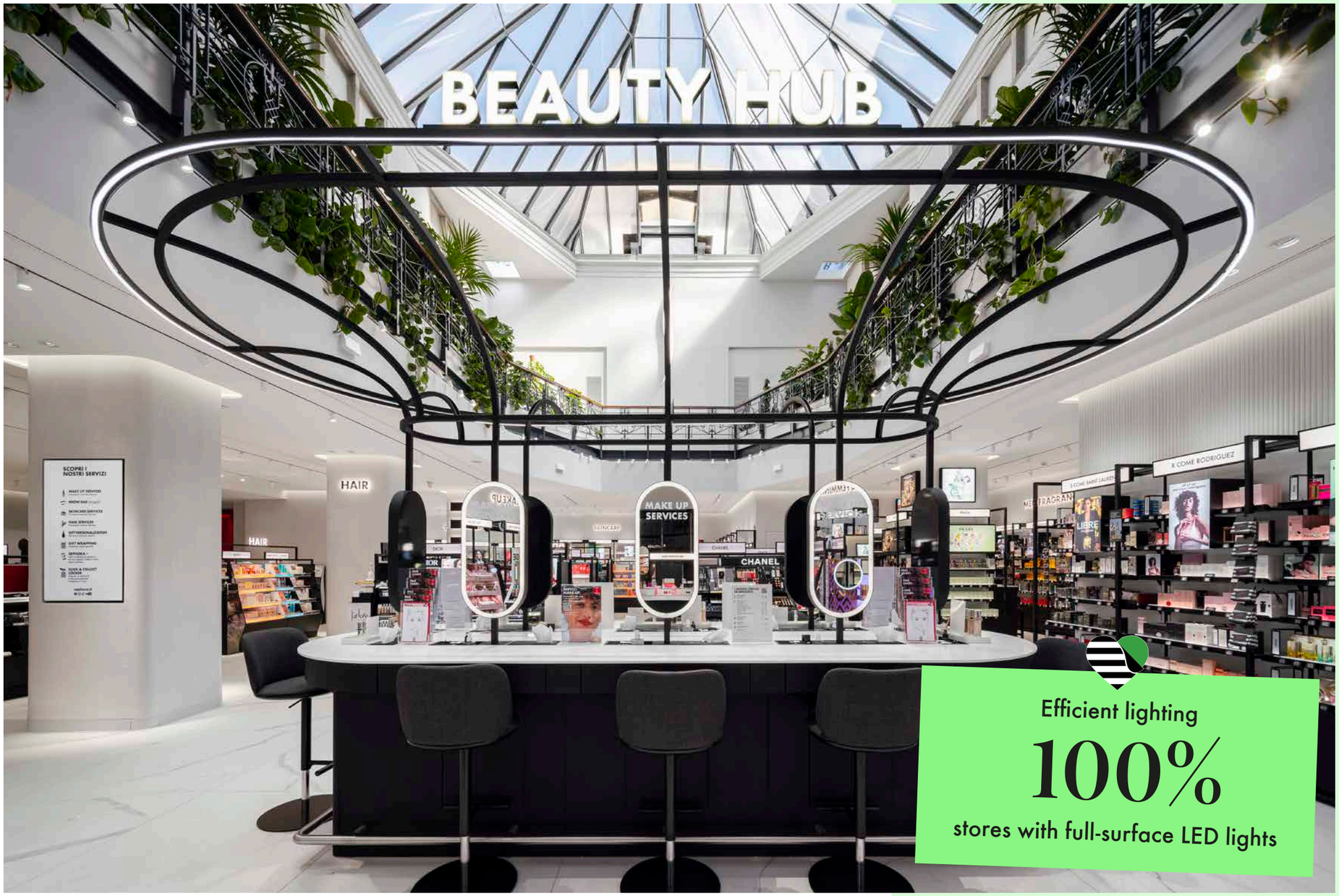


Reducing Carbon Emissions

Reduction of carbon emissions remains a challenge. We started at Sephora by reducing the carbon impact of our stores and now are working on our transportation impact as a second key decarbonization lever.

Our strategic priorities are to:

- Use 100% renewable electricity across operations (through direct supply or RECs purchase)
- Keep electricity consumption at 300 kWh/m^2 on average for our stores worldwide
- Reduce inbound and outbound air freight



Making Energy Savings

We're committed to reducing our direct impacts (Scope 1 and 2) by implementing energy-saving solutions, such as more efficient lighting in stores and other sites worldwide.

And it works, as in 2025 we have achieved a 44% reduction in Scope 1 and 2 compared to 2023[xxvii].

Stores consume 92% of the total electricity usage across Sephora locations. Energy-consuming hotspots in stores are typically associated with not only lighting but also A/C and heating systems, ventilation, merchandising supports, screens, and other equipment.

The energy profile of each store varies based on its size, design, and architectural characteristics. Key actions for Sephora to reduce its energy impact include:

- Ensuring all stores can precisely track their consumption[xxv]
- Driving the adoption of energy-saving behaviors
- Retro-fitting older stores, by replacing conventional lighting systems with highly efficient LED lighting or, where possible, upgrading HVAC systems
- Implementing energy audits to understand the key electricity consumption hotspots in stores.
- Checking all new and renovated stores do their best to align with targets for greater energy efficiency

Efficient lighting

100%

stores with full-surface LED lights

Renewable energy

99%

of the electricity consumed in all Sephora sites from renewable sources[xxvi]

315

kWh/m^2 average global consumption[xxvii]



Photo credits: Bjoern Kils

Transforming Transportation

This year, 14% of our direct inbound and outbound shipments were operated by air (in tons.km). However, this accounts for 75% of the carbon impact of our transports (in tCO^2e).

Reducing this remains a priority and, at the same time, a key challenge for our regional Supply Chain and Logistics teams as we operate in 36 markets, and our products are mainly imported from France and the United States to the rest of the world.

Sephora Collection inbound shipments are mainly executed by sea freight, with 92% of the volumes (tons) transported from North America and Asia to Europe by ship.

Sephora Collection ships

92%

of inbound flows (tons) by sea freight

+25%

tons transported by sea in 2025 compared to 2024

Impact around the world

The **'Holidays by Boat' initiative** was led by the European Supply Chain team and was a key lever to reduce CO_2 emissions generated by the imports from United States to France of four exclusive brands, with a resulting 90% reduction in the associated carbon impact. Following its success, we expanded our sea freight solutions, including a **pioneering wind-powered sailing cargo shipment** from New York, USA to Saint-Malo, France in partnership with Grain de Sail. This pilot shipment allowed us to reduce by 90% the related carbon emissions, compared to the same freight operated with a conventional sea cargo*.

Across markets, **electric and hybrid last-mile and e-commerce deliveries** continue to grow – from France and Italy to Romania, China, Singapore, and beyond, with new recently launched micro mobility partnerships in Manhattan, New York, USA.

In China, electric vehicles are used for the deliveries between Sephora local warehouses and store network in different cities, including Shanghai and Beijing. Implementing the project meant we needed to manage multiple challenges, such as infrastructural needs for the adoption of recharging stations at our warehouse.

*Calculation based on the Emission Factors for a sailing cargo (model GDSII) and for a conventional container carrier.



Working With Brands to Reduce Products' Carbon Impact

Our carbon footprint includes products' impact looking at both their manufacturing phase – using average emissions factors that have been developed looking at our products portfolio – and their use phase when it comes to electricity consumption needed for hair devices.

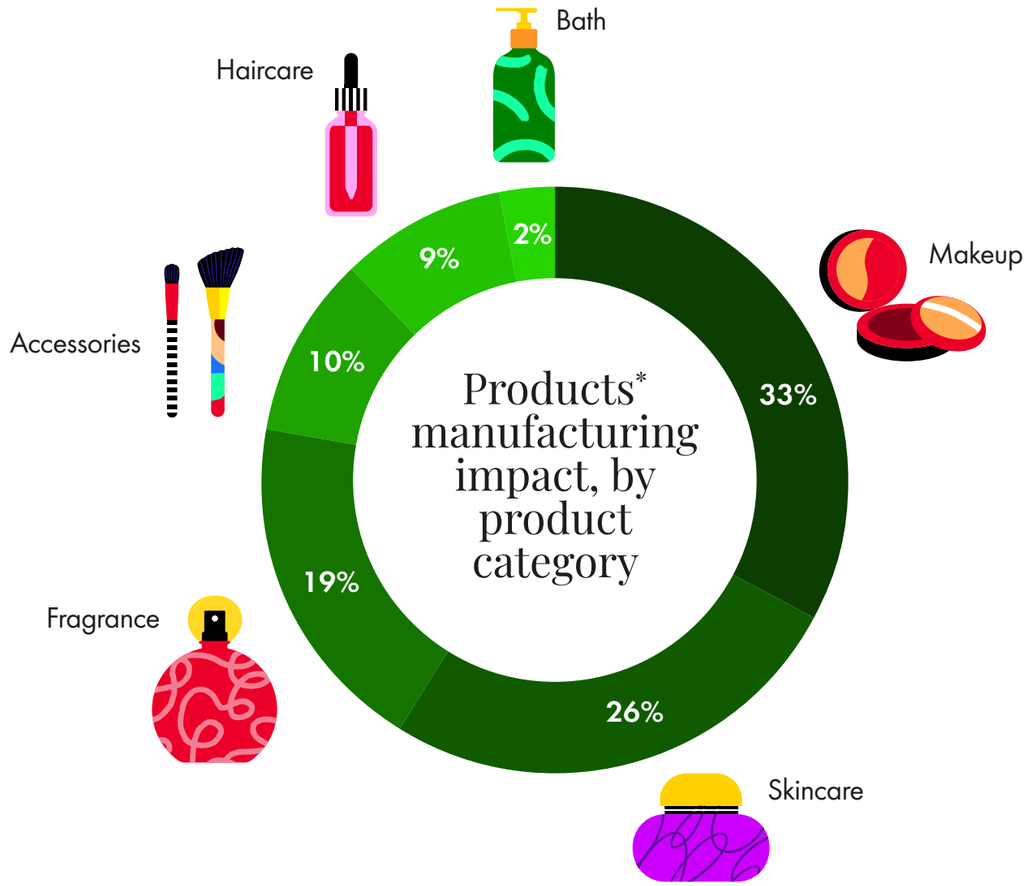
Products' impact

~50%

Sephora carbon footprint[xxiii]

The impact related to products' manufacturing

The manufacturing of packaging and formula represents more than half of the carbon emissions generated by products sold at Sephora, where makeup is the product category with the greatest impact.



At Sephora, we have started to collaborate with our brands to mutually support our product decarbonization trajectories, sharing and learning together about new packaging solutions, such as alternative and less emissive materials, lightweighting, and promoting refills. Formula also represents an important lever to reduce our products' carbon impact with actionable examples represented by biodegradable materials, more responsible sourcing of ingredients that comes from nature, and choosing lower impact compositions (see pages 30-43).

*Based on Sephora's average emission factors defined at product category level.

The impact related to hair devices' use phase

The electricity used by customers for hair devices plays a part in products' carbon impact too. This represents 18% of Sephora overall carbon footprint and around half the impact of product-related emissions.

The use phase of electronic hair devices highly depends on the specific product types, but also on the country energy mix of where the device is used.

An increase in the electricity efficacy of hair devices could be a fundamental lever to reduce the use phase impact of these products.

Rethinking Packaging and Waste

We're committed to finding alternative solutions for packaging and optimizing the end-of-life process for products by finding solutions for collecting and recycling empty beauty packaging.

Our strategic priorities are to:

- Source 100% certified[xxviii] paper and cardboard in our more significant usage categories[xxviv]
- Install and promote drop-off points for beauty empties in at least 75% of stores
- Optimize the management of our unsold stocks, working on demand planning, stock rationalization and valorization through donations, recycling or energy recovery where previously mentioned solutions are not possible

Reducing the weight and size of our e-commerce boxes

In some markets, such as France, we have started to replace carton boxes with envelopes for small size e-commerce orders. Packaging lightweight helps us to reduce the carbon impact linked to purchased materials and transportation.



Switching to Certified Paper and Cardboard

Paper and cardboard are among the most used material types at Sephora. They are primarily applied for transportation-related usages (including e-commerce boxes), shopping bags, kitting boxes and gift wraps, point-of-sales and visual merchandising materials, as well as office paper and printed internal communications.

Sephora Collection too is leading the transition towards certified paper and cardboard, with 98% of its products' primary and secondary packaging being FSC-certified as of 2025 (see page 42).

Among our key usage categories, today

71%

of purchased paper and cardboard material is certified[xxviii]



Want Not? Waste Not

With our beauty empties drop-off programs

Most curbside recycling programs don't accept cosmetic packaging, given the complexity and variety of packaging materials. Sephora's in-store drop-off program aims to simplify the process and gives consumers clear directions on how they can stop their beauty packaging from ending up in landfills. Customers can bring their empties – regardless of where they purchased them from – to participating Sephora stores.

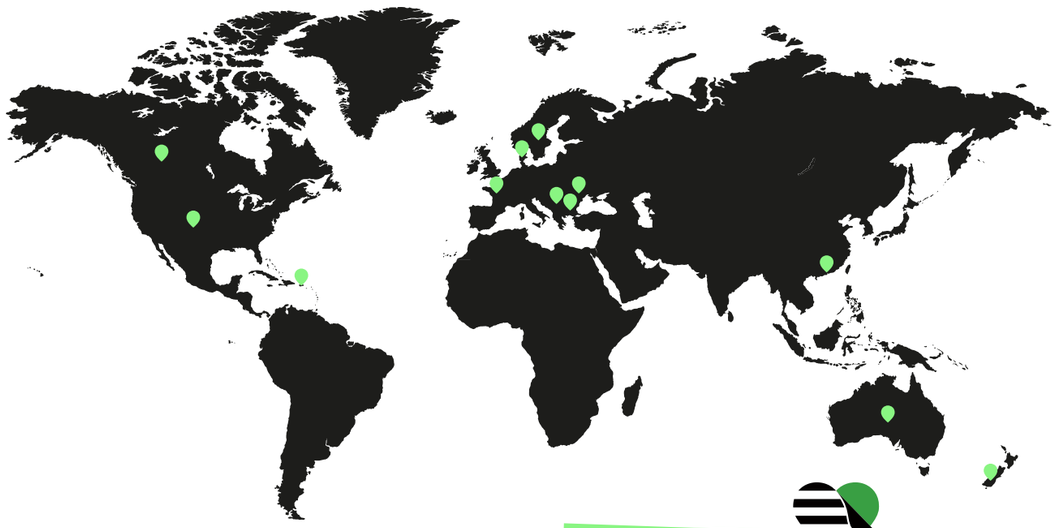
We host in-store collectors in **55% of our stores worldwide,** excluding corners; these drop-off points allow us to collect and, for our partners, to valorize the waste coming from empty beauty packaging that our customers can bring back once they have finished their product.

The collected empty beauty products are sorted and recycled or processed for reuse such as carpet, pallets, asphalt, new packaging, or energy, helping reduce waste and advance circularity in waste management.

The operations behind the programs are supported by local specialized service providers, such as Pact Collective and g2 revolution in the United States, Cèdre in France or TerraCycle in Australia and New Zealand.

The program began almost 20 years ago in France, in partnership with Cèdre, a sorting and recycling service provider used by multiple LVMH Maisons to valorize different types of waste.

For clients, there are different advantages to taking part – in France, if customers drop off a perfume bottle, they can get 20% off[xxx] their next fragrance purchase at Sephora. In Australia and New Zealand, loyalty points are earned.



We host in-store collectors in

55%

of our stores worldwide[x]

During the year around

100

tons of beauty empties were collected

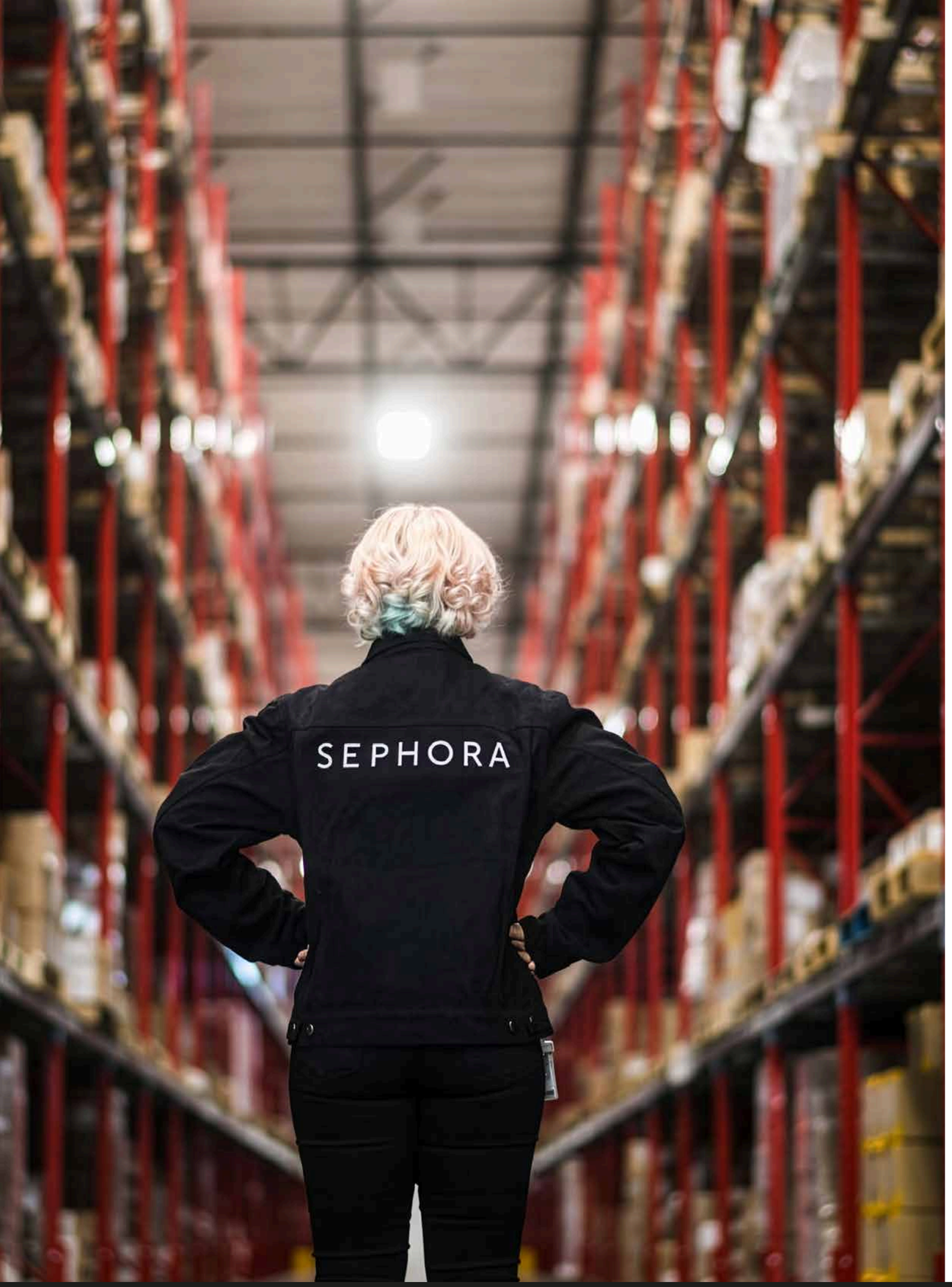
78%

collected empties recycled[xxxi]

203,000

users in France[xxxii]





Where do Unsold Products Go?

Through donation, recycling, reuse, and waste-to-energy solutions, we partner with specialized vendors to divert returned, damaged, or expired cosmetic products.

Impact Around the World

Programs such as **'Gifts+ Goods' by Project Glimmer** in the United States, a partnership with Brands For Canada (BFC) in Canada and dedicated donation policies in France ensure unused products are redirected to communities in need or responsibly processed. In other markets, unsold products are also sometimes reused as testers or for retail training purposes.

In North America, for example, this means no unsold product is sent to landfill.

United States

In 2017, Sephora was a pilot partner in expanding the **'Gifts + Goods' program by Project Glimmer**, an NGO focused on empowering young women, by repurposing unsold products, packaging and samples into meaningful gifts, contributing to Sephora's waste diversion efforts.

Since then, brands sold at Sephora have been encouraged to participate, with growing engagement over the years. In 2025, we donated excess products for a total retail value of $10.5 million, corresponding to around 50 tons of products diverted from landfill*.

Project Glimmer supports a network of 750+ nonprofits.

*Calculation of tons is based on average weight by product category, multiplied by the number of products donated to the program.

Canada

Brands for Canada (BFC) ensures end-of-cycle and discontinued products are diverted from landfills and distributed to communities in need. Thanks to this initiative, Sephora **diverted 25 tons of products from landfill,** for a total retail value of more than 7 million CAD.

France

Sephora Collection has established a dedicated policy and procedure for donating unsold products. They're donated to five beneficiary associations, through a formal donation agreement signed with each NGO. Alongside charitable donations, Sephora Collection also organizes internal sales for employees, further preventing waste generation from unsold products.

Starting from this year, electronic hair devices are also donated in North America through a dedicated stream.

In the United States, around

60

brands sold at Sephora donated excess products to Gifts+Goods

A Second Chance for Point-of-Sale and Visual Merchandising Materials

With our repurposing project

From packaging and plastic to outdated marketing materials and equipment, our stores generate significant waste every year. We knew we needed to reduce this waste, so we asked: What if we could give it all a second life? That's how the project was born in France – a cross-functional, repurposing initiative launched in 2022.

Our goal? To collect, recycle, or transform in-store materials into useful new products such as gift boxes. 147 paper material tons were collected in 2025, of which 46 tons were used for 850,000 gift boxes. In the same year, 70,000 of our Sephora Favorites Advent Calendars were made with 35% of our own recycled POSM[xxxiv] materials.

To optimise how we repurpose materials and reduce waste, we collaborate with multiple dedicated partners, each one specializing in different materials, their reuse and upcycling. In 2025, 700 tons of cardboard was repurposed into e-commerce boxes.

In France

300+

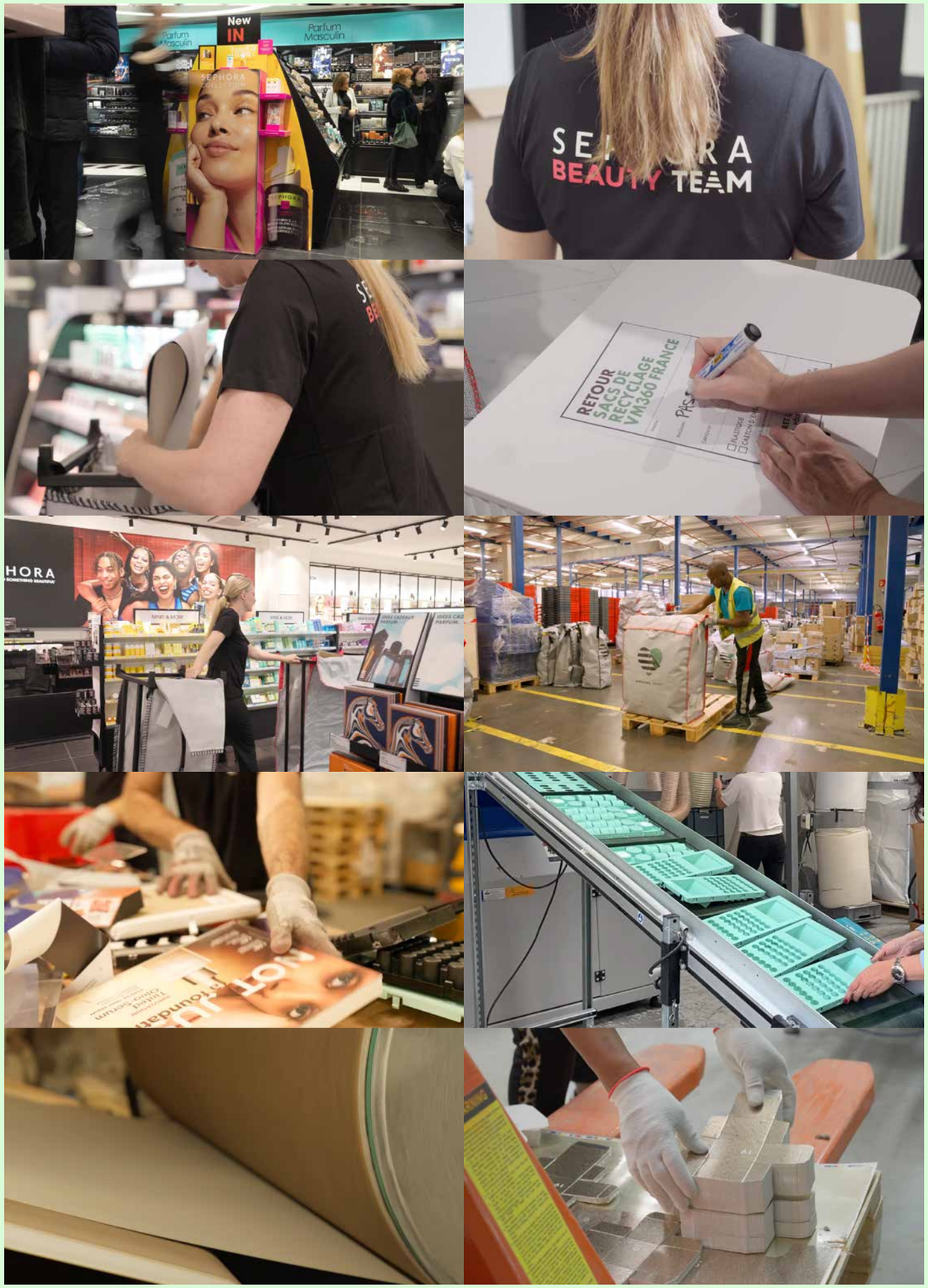
stores participating[xxxv]

50,000

retail plastic modules from 8 brands collected for recycling and repurposing

Beyond 2025

The program will continue to expand in 2026, widening the possibilities of repurposing the materials into new, different usages.



Empowering our Employees to Make a Difference

Interactive learning for sustainability goals

At Sephora, we see sustainability training as an opportunity to reinforce team spirit and learn in an easy, enjoyable way. That's why we created our own 'Beauty and Cosmetics Retail Fresk', with two key parts:

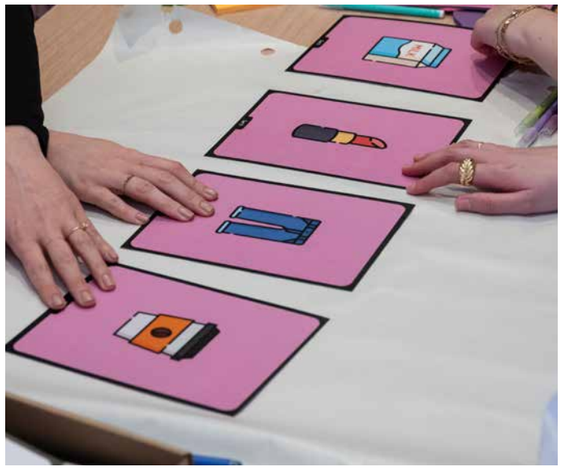
1. We share sustainability solutions – whether they're used at Sephora or at brand level to reduce impact.

2. Participants are asked to identify any blockers or enablers they notice as they aim to implement sustainability initiatives within their function in the Company or individually.

Our objective for the Cosmetics Fresk launch in 2025 was to train at least 300 Sephora corporate employees. We successfully exceeded this goal by training over 600 participants across 17 different countries, including Canada, Czech Republic, France, Singapore, Turkey, the United States, and the United Arab Emirates.

How did we do it? By organizing 60 workshops, delivered by a dedicated team of 26 engaged Sephora facilitators.

Sustainability at Sephora is not a department. It's a shared responsibility – one we shape with collective learning and continuous progress.



600+
corporate employees trained

60
workshops

Across
17
countries



Building a worldwide community of Sustainability Champions

It's brave to start doing things differently – especially when you're not a sustainability professional with any formal training. We identified **over 100 colleagues** who were already implementing sustainability programs and actions. These leaders are key to reinforcing important sustainability momentum. We decided to gather these pioneers and empower them through a dedicated training program.

'Sephora Sustainability Champions' is a learning path designed to recognize, connect and empower its members. It gives them the tools to stand up for what they believe in, amplify their impact, and accelerate change.

It's a voluntary 1-year training program that strengthens participants' hard and soft sustainability skills and rewards their commitment to Sephora's Green Heart agenda.

Members gain access to:

- Six webinars over 12 months, including four inspirational talks and two collective workshops
- A full e-learning library on sustainability pillars, accessible at everyone's pace

the* SUSTAINABILITY CHAMPIONS *program

All Leaders Can be Sustainability Changemakers

Taking an hour to make a difference

Sustainability isn't just important for the planet – it can also be a real competitive advantage. We want to prove this to further engage our executives. In a 60-minute training session, participants discover how to make this happen and, through business cases, find out how sustainability-oriented action can:

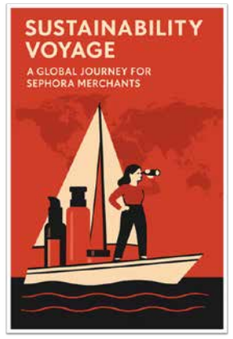
1. Improve brand love.
2. Increase sales and loyalty.
3. Attract and retain employees.
4. Increase profit margin by reducing costs.
5. Secure the future of our business with a 'sustainability by-design' approach.

During this training, our executives discover the business cases that make the difference and are invited to innovate and open new paths.

Over the year

200+

executives trained



Training Merchants in Environmental Impact

By taking them on a 'Sustainability Voyage'

Merchants are brand partners' key contacts, so it's crucial for them to be aware of the environmental impact of their product categories and to hear about solutions that can make a real impact.

Our 90-minute interactive program, 'Sephora Sustainability Voyage', helps merchants to:

- Understand the foundations of sustainability
- Know what's at stake for each product category and how to reduce environmental impact
- Unlock practical tools to engage brands on sustainability
- Learn about key environmental hotspots in each category – makeup, skincare, haircare, fragrance – in terms of products packaging, ingredients, carbon impact and more
- Deliver tactical training for merchants, allowing them to take actionable steps with brands to lower the environmental impact of products

344

merchants trained across 6 regions



6.
2025:
The Facts

2024/2025 Progress Comparison

PILLAR	TARGET / KPI	2024	2025	PROGRESS
Gender Equality and Equity	Employees who identify as women	84%	86.4%	+2 pts ▲
	Women in Group Key Positions	73%	74%[xxxvi]	+1 pt ▲
	Women in succession plans for Group Key Positions	75.5%	75.3%[xxxvi]	-0.2 pts
People with Disabilities	People with disabilities across headquarters, distribution centers and stores	2.8%	2.8%	Steady
Employee engagement	Global engagement survey participation rate	94%	94%	Steady

PILLAR	TARGET / KPI	2024	2025	PROGRESS
With our communities	Number of Brave Spaces activated worldwide	70	182	+160% ▲
	Number of markets that have implemented Sephora Hearts Not Hate online campaign	2	27	+1250% ▲
	Number of attendees at Sephora Classes For Confidences	2,382	1,900	-20% ▼
	Donations to NGOs	11.8 M €	10.9 M €	-8% ▼

More details on social and environmental data are included in LVMH 2025 Social and Environmental Responsibility Report, Sephora US 2025 DE&I Heart Journey Report, and Sephora Canada 2025 DE&I Progress Report.

Unless differently specified, all quantitative and qualitative information included in the report is referred to FY 2025 (January 1st 2025 - December 31st 2025).

Specific methodological guidelines on the KPIs reported are available on request.

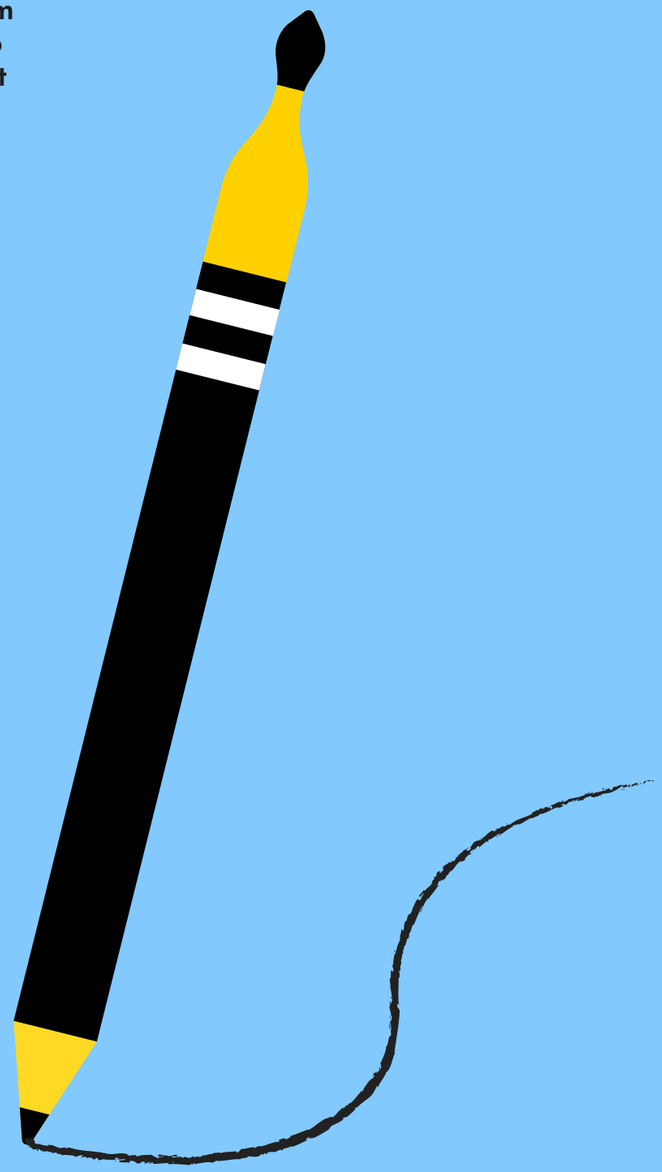
PILLAR	TARGET / KPI	2024	2025	PROGRESS
Reduce Carbon Emissions[xxiii]	Total electricity consumption	274,495 MWh	275,045 MWh (+90 new stores in scope)[xxvii]	Steady
	Renewable electricity	95%	99%	+4 pts ▲
	Average store electricity consumption	310 kWh/m^2	315 kWh/m^2 (+90 new stores in scope)[xxvii]	+1.6% ▲
	Stores with full-surface LED lights	99%	100%	+1 pt ▲
	Volumes transported by sea freight	9,420 tons	11,777 tons	+25% ▲
	Air freight over total tons.km	12%	14%	+2 pt ▲

PILLAR	TARGET / KPI	2024	2025	PROGRESS
Promote More Responsible Consumption	Revenue share of Planet Aware brands	4%	4%	Steady
	Revenue share of Clean at Sephora brands	19%	20%	+1 pt ▲
	Sephora Collection: FSC/PEFC certified paper	99%	98%	-1 pt ▼
	Sephora Collection: RSPO-certified palm oil & palm oil derivatives	95%	98%	+3 pts ▲
	Number of brands engaged in Sustainability Action Plans in collaboration with Sephora	-	10	– ▲

PILLAR	TARGET / KPI	2024	2025	PROGRESS
Rethink Packaging and Waste	Stores with drop-off systems for beauty empties[x]	50%	55%	+5 pts ▲
	FSC/PEFC/SFI certified paper and cardboard for key usage categories[xxviii and xxviv]	68%	71%	+3 pts ▲
Engage Employees	100% employees trained or aware about sustainability[xxiv]	22%	48%	+26 pts ▲

7.
Your Space

These pages are just for you – use them to reflect on 2025 and state your 2026 intentions. Think big and prepare to set your own progress in motion.

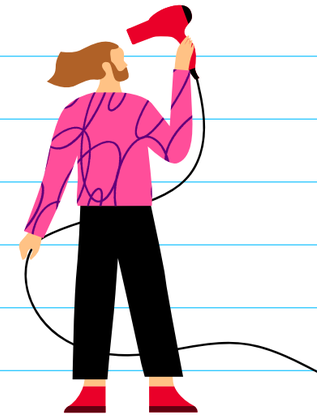


Wow, 2025 was quite a year! What was your personal highlight?



Where did you feel there was room for improvement?	What action (or actions) will you take in 2026 to drive change?





What's your personal goal for 2026?



Now that's progress in motion. See you in 2026

This report highlights our key social and environmental initiatives and a conversation about them with our key stakeholders.

If you'd like more information about our 2025 Global Impact Report, please contact:

globalcommunication@sephora.fr

Footnotes

i From June 1 through June 30. Donations have been directed from 20 markets where we operate, including Bulgaria, Canada, Czech Republic, Denmark, France, Germany, Greece, Hong Kong SAR, Italy, Poland, Portugal, Romania, Serbia, Singapore, Spain, Sweden, Switzerland, Thailand, the United Kingdom and the United States.

ii ESAT Partner.

iii Plastic savings from purchasing a single refill compared to buying a complete jar.

iv Excluding accessories and Christmas Collection.

v Including the US list of banned ingredients.

vi Up to a maximum of USD $500,000 within SEPHORA's Distribution Network in the United States; up to a maximum of USD $100,000 within Kohl's Distribution Network; up to a maximum of 50 000 AUD in Australia and New Zealand; up to a maximum of 240 000 BRL in Brazil; up to a maximum of 6,800 USD in Thailand; up to a maximum of 810 000 Indian Rupees in India; and, shall not exceed 200 000 € regardless the actual number of Product Sales done in Europe. in all the countries of the Territory for Promotion.

vii Donations have been directed across 25 markets where we operate, including Australia, Brazil, Bulgaria, Canada, Czech Republic, Denmark, France, Germany, Greece, Hong Kong, Italy, India, Mexico, New Zealand, Poland, Portugal, Romania, Serbia, Spain, Sweden, Switzerland, Thailand, Turkey, the United Kingdom and the United States including Kohl's network.

viii Donations have been directed from 20 markets where we operate, including Bulgaria, Canada, Czech Republic, Denmark, France, Germany, Greece, Hong Kong SAR, Italy, Poland, Portugal, Romania, Serbia, Singapore, Spain, Sweden, Switzerland, Thailand, the United Kingdom and the United States.

ix Up to a max of $500,000 only in the United States.

x Excluding corners.

xi The brand's Unique Restriction Substance List, which includes more than 1,400 ingredients, is regularly updated in line with the recommendations from cosmetics industry experts and the latest scientific research.

xii Certified through the Roundtable on Sustainable Palm Oil (RSPO) supply chains as Mass Balance or Segregated. The reported figure is not audited through RSPO certification.

xiii Calculated on Sephora Collection products' primary and secondary packaging (where used). Forest Stewardship Council (FSC) certified.

xiv Summer 2026 assortment. Excluding accessories and Christmas collection.

xv Summer 2026 assortment. Including accessories that may contain animal-derived materials (brushes, sponges, etc.).

xvi Based on the quantity of Cream Lip Stain from 01/01/23 and 31/12/23.

xvii Referred to the new Sephora Collection 'Color21' concept for visual merchandising, compared to the previous 'MIS15' concept.

xviii The market's most rigorous and extensive certification system, Qualiopi recognizes the quality and value of our learning programs, and all the efforts expended by Sephora to support our employees over the past 15 years. Certification benefits all the Sephora Universities in our EME region because it ensures we all share and benefit from the same standards of excellence.

xix Open positions in permanent contracts.

xx Donations are funded by Sephora, our employees and customers.

xxi A safer space is a supportive, non-threatening environment where everyone can feel comfortable expressing themselves. We use the word "safer" to acknowledge that safety is relative as not everyone feels safe under the same conditions.

xxii Sephora Brave Spaces are popping up in key Sephora stores worldwide, including 74 cities across 21 markets — Canada, the United States, Brazil, Mexico, France, the Czech Republic, Poland, the United Kingdom, Germany, Sweden, Denmark, Switzerland, Greece, Italy, Spain, Portugal, Australia, New Zealand, Hong Kong, Thailand, and Singapore.

xxiii For more details on Sephora carbon footprint refer to LVMH 2025 Social and Environmental Responsibility Report, as well as to the LVMH Universal Registration Document 2025.

xxiv Calculated on employees having attended environmental training of more than three hours or to awareness raising actions of more than five minutes. The scope only includes the following contracts long term, fixed term, full time, part time, and non-guaranteed hours and employees having a seniority of one year or plus and present at Sephora 31/12/2025. Cumulated from 2023.

xxv Either through energy bills or dedicated metering systems capable of analyzing electricity consumption sources.

xxvi Renewable energy contracts are subscribed for France (energy source is 51% wind, 47% hydropower, and 2% other biomass), Italy (energy source is 4% solar, 61% hydropower, and 35% other biomass), Poland (energy source is 100% wind), Spain (energy source is 100% hydropower), Portugal (energy source is 63% wind, 30% hydropower, and 7% other biomass), and United Kingdom (energy source is unknown). Renewable Energy Certificates (RECs) are purchased in Bulgaria (energy source is hydropower), Czech Republic (energy source is wind), Germany (energy source is hydropower), Greece (energy source is solar), Luxembourg (energy source is hydropower), Monaco (energy source is hydropower), Serbia (energy source is wind), Switzerland (energy source is hydropower), Turkey (energy source is hydropower), Bahrain (energy source is solar), Kuwait (energy source is solar), Qatar (energy source is solar), Saudi Arabia (energy source is solar), United Arab Emirates (energy source is solar), United States (energy source is wind), Canada (energy source is wind), Brazil (energy source is solar), Mexico (energy source is solar), China (energy source is hydropower), Hong Kong (energy source is hydropower), Australia (energy source is hydropower), Malaysia (energy source is hydropower), New Zealand (energy source is solar), Singapore (energy source is hydropower), and Thailand (energy source is wind).

xxvii Calculated on stores that have been open for the full year, between 01/01/2025 and 31/12/2025.

xxviii Concerned certifications include Forest Stewardship Council (FSC), Program for the Endorsement of Forest Certification schemes (PEFC), and Sustainable Forestry Initiative (SFI),this latter only for North America.

xxviv This strategic objective is referred to 7 usage categories of cardboard and paper: e-commerce packaging reaching the final customer, gift boxes, Point of Sale Materials (POSM), shopping bags, printed POSM supports, office paper and printed internal communication, gift wraps.

xxx Valid in France. Excluding red dot items. Offer reserved for loyalty program members.

xxxi The remainder is valorized as waste-to-energy or waste-to-concrete (the latter being used as a valorization method from our service provider in North America).

xxxii By the end of 2025.

xxxiii Equivalent to the cost of donated products.

xxxiv 70,000 Sephora Favorites 2025 Advent Calendars sold in France, Italy, Portugal, Romania, and Spain.

xxxv 303 stores use the program to collect plastic (PMMA) modules, 201 stores for printed POSM materials, and 163 stores for carton boxes.

xxxvi Reference year: Aug 1, 2024 - July 31, 2025.

SEPHORA

We Belong to Something Beautiful

2025 Wrap-Up Celebrations

62%

of open positions filled internally, across Sephora and LVMH Maisons

Giving a second chance to empties

55%

of stores have a drop-off system for empty beauty packaging

Who runs the world?

86%

of employees identify as women

Clean for the win with

170+

Clean at Sephora brands

A staggering

€11M

was donated to communities in need in 2025[xx]

Don't waste, replace!

2025

Our first refills launch at Sephora Collection

*Seal used in all regions except Europe. Please see the European version here.