



SEPHORA STANDS  
Classes for Confidence

# Bold Beauty for the Transgender Community Cast & Client FAQs

**IMPORTANT:** direct any media inquiries to Sephora Public Relations: [PR@sephora.com](mailto:PR@sephora.com)

## **What are Classes for Confidence?**

Classes for Confidence are free, Beauty Classes offered in Sephora stores throughout the US. They are part of our Sephora Stands Social Impact initiative that uses Sephora's strengths for greater good. Through these hands-on classes, clients learn how to create a natural make-up look so they feel beautiful and confident. Launched in 2016 to inspire fearlessness in those facing major life transitions, we developed curriculum to help women with workforce re-entry and partnered with organizations that support recovery from job loss, homelessness, domestic violence, and incarceration. In 2017, we created Brave Beauty in the Face of Cancer with input from our employees who are survivors to support those dealing with cancer. Our goal is to reach 100,000 people by 2020.

## **What are Bold Beauty Classes for Confidence?**

This is our newest 90 minute class is created especially for transgender and non-binary people. Clients get skincare tips, find the best shades for their complexion, learn how to color correct and create a flawless finish. Content focuses on complexion and includes skincare, color correction, color matching with a pop of color to lips and cheeks.

Contour/highlight, eye and lip shaping are not covered in this class so clients are encouraged to sign-up for a service, class or watch a Bold Beauty video tutorial (coming soon) to learn more on those topics.

## **Who can attend?**

Bold Beauty is open to all gender expressions and designed to meet the needs of transgender and non-binary individuals. Friends, family members and allies are also welcome to attend.

## **Where and when are the classes held? Is it a safe space?**

The class takes place inside of Sephora before or after business hours and can accommodate up to 12 people. This provides a small group experience and all staff who lead these sessions must complete a sensitivity training prior. Our goal is to promote a safe, inclusive space where clients can explore products and discover their own beauty.

## **What about privacy?**

Attendees are asked to sign a photo release upon arrival. Photos may be used for both internal and external promotion. Clients may decline to sign if they prefer not to be photographed. Cast will place a red dot on their nametag to indicate "no photo".

***Important note to cast:*** some clients may wish to keep their gender expressions private and arrive to class in a different presentation (ex. appear in a masculine presentation and chose to remove their make-up after class before leaving the store). Don't make assumptions that the client is or is not the "right" client for the class. Speak about the class in the same way to everyone.

**Questions:** [classes4confidence@sephora.com](mailto:classes4confidence@sephora.com)