



INTRODUCING JCPenney Beauty

JCPenney Beauty is rolling out to stores nationwide, creating the ultimate one-stop shop for beauty and fashion lovers. JCPenney Beauty celebrates its customers' unique selves by making inclusive beauty products widely accessible through a diverse product portfolio, attainable pricing, and like-minded partnerships.

Engaging Retail Experience

600 stores across 49 states and U.S. territories by spring 2023

3,000 dedicated beauty associates

5,000 stylists in 600+ JCPenney Salons nationwide

Seamless omnichannel shopping experience

Value to prestige price points

Full integration within the JCPenney Rewards program

Hyper-Inclusive Assortment

Over 250 unique and diverse beauty brands between JCPenney Beauty and JCPenney Salon

Product assortment includes makeup, skincare, fragrance, haircare, salon services, wellness, men's grooming and styling products

Since launch, onboarded **100 new brands of which 60+ are BIPOC- and/or female-founded, totaling an assortment of more than 250 brands**

Exclusive brands and products include: Relevant: Your Skin Seen by Nyakio Grieco, Reina Rebelde Mirabella, and Shades by Shan (launching 2023)

Diversity-Focused Partners

Exclusive thirteen lune assortment comprises roughly **20%** of the JCPenney Beauty assortment, featuring 65+ BIPOC-founded and ally brands, with growth continuing to over **75 brands by the end of the 2022**

Landing International bolsters indie and emerging brands **focused on representation and ethical business**

Nonprofit organization **HairToStay** supports **low-income cancer patients** through chemotherapy