

SEPHORA SKINCARE iQ- A Revolution in Retail Skincare Consultations Has Begun, At Select SEPHORA locations in North America

<http://www.multivu.com/mnr/58072-sephora-skincare-iq-a-revolution-in-retail-skincare-consultations>

SAN FRANCISCO, CA, September 19, 2012 /PRNewswire/ — This September SEPHORA, the leading specialty beauty retailer, launches SEPHORA SKINCARE iQ®, the most comprehensive in store technology to make addressing your skincare concerns faster, smarter and simpler. In 60 seconds or less SEPHORA SKINCARE iQ helps clients address a myriad of skin concerns through a series of deductive questions, simplifies the product selection process by cross referencing SEPHORA's full skincare assortment across 1,200 + skus and 60 brands, and is an aid to the skincare consultation in store. All of which further reinforce SEPHORA's philosophy of unbiased and exceptional client service leveraging cutting-edge technology.

“SEPHORA SKINCARE iQ is another demonstration of our pioneering vision in client service” says Mary Herald, EVP of SEPHORA Education. “By bringing interactive technology to our skincare services, we are continuing to elevate what personalized and impartial product advice means to our clients.”

SEPHORA SKINCARE iQ addresses the top ten skin concerns most commonly discussed in store and on BeautyTalk, SEPHORA's social beauty site. You can choose up to two concerns to address in one session (Pores, Fine Lines & Wrinkles, Dark Spots & Uneven Tone, Dryness, Oiliness, Dullness & Uneven Texture, Firmness & Elasticity, Acne or Blemishes, Redness, Eyes). Based on your selections, the program will ask additional questions to address your concerns before producing product recommendations. From there, you can sort by price, rating, best sellers and relevance as well as jump to other categories (i.e., cleansers, treatments, moisturizers, etc). Additionally a glossary is built into the program to link prevalent ingredients on product pages to descriptive definitions. With the most comprehensive facial skincare library available alongside expert service, all your facial skincare needs can be addressed in one stop.

By utilizing touch screen technology, clients can browse new product launches, top sellers and search by brand, product type or product name as well as email themselves their wish list for reference.

To experience SEPHORA SKINCARE iQ, visit one of the following locations:

California

BURLINGAME

(Burlingame, CA)

EMERYVILLE

(Emeryville, CA)

NOVATO

(Novato, CA)

POWELL

(San Francisco, CA)

STONERIDGE

(Pleasanton, CA)

UNION STREET

(San Francisco, CA)

WALNUT CREEK

(Walnut Creek, CA)

STONESTOWN

(San Francisco, CA)

VALLEY FAIR

(Santa Clara, CA)

SANTA MONICA

(Santa Monica, CA)

SOUTH COAST PLAZA

(Costa Mesa, CA)

Texas

DALLAS GALLERIA

(Dallas, TX)

NORTHPARK

(Dallas, TX)

STONEBRIAR CENTRE

(Frisco, TX)

FORT WORTH

(Hurst, TX)

WATTERS CREEK

(Allen, TX)

WILLOW BEND

(Plano, TX)

SOUTHLAKE TOWN CENTER

(Southlake, TX)

PARKS @ ARLINGTON

(Arlington, TX)

Nevada

CAESARS PALACE

(Las Vegas, NV)

VENETIAN

(Las Vegas, NV)

Northeast

PRUDENTIAL CENTER

(Boston, MA)

ROOSEVELT FIELD

(Garden City, NY)

Midwest

OAKBROOK

(Oak Brook, IL)

WOODLAND HILLS

(Tulsa, OK)

PENN SQUARE

(Oklahoma City, OK)

Manhattan

42nd & MADISON

150 BROADWAY

COLUMBUS CIRCLE

76th & BROADWAY

FLATIRON

86th & LEXINGTON

99th & COLUMBUS

TIMES SQUARE

5 TIMES SQUARE

SOHO

5th AVENUE

711 LEXINGTON

UNION SQUARE

Southeast

GREEN HILLS

(Nashville, TN)

CARRIAGE CROSSING

(Collierville, TN)

WOLFCHASE

(Memphis, TN)

KNOXVILLE

(Knoxville, TN)

FAYETTE MALL

(Lexington, KY)

OXMOOR

(Louisville, KY)

EVANSVILLE

(Evansville, IN)

CHATTANOOGA

(Chattanooga, TN)

AVENTURA

(Aventura, FL)