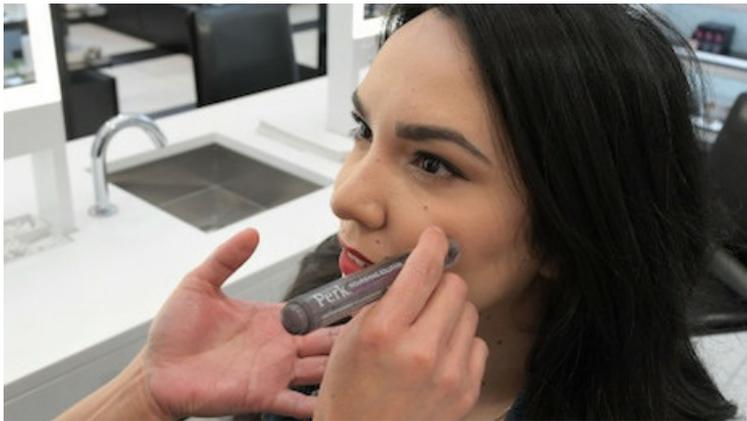


FRAGRANCE AND PERSONAL CARE

## Sephora looks to elevate consumer connections with spa-grade service

May 1, 2018



*Sephora is rolling out a spa-grade facial in stores. Image courtesy of Sephora*

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By STAFF REPORTS

Beauty retailer Sephora is furthering its focus on innovative and experiential retail with the launch of a spa-style facial treatment in its stores.

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In collaboration with The HydraFacial Company, Sephora will now offer the Perk Hydrating Facial to shoppers, allowing them to get a 30-minute treatment from its beauty advisors. From interactive touchpoints to hands-on discovery, Sephora's strategy for bricks-and-mortar centers on providing an immersive experience, a focus that this facial expands on.

### Spa service

The Perk Hydrating Facial is a two-in-one service that exfoliates, hydrates and nourishes skin. The facial is performed by specially trained beauty advisors.

First the consumers' skin hydration levels are measured with an exclusive Moisture Meter digital tool. The reading will determine what cleansing product is then used to wash the client's face, removing makeup and debris.

Next the Perk technology will be used to exfoliate skin, remove impurities and provide a deep clean. The Perk machine is then used to hydrate skin by delivering a serum.



*Sephora's facial service will be available at about 100 stores across the United States. Image courtesy of Sephora*

Sephora is offering consumers the facial as a complimentary service for those who spend at least \$75 in-store. Clients can book a facial online, via the Sephora application or by phone, with walk-ins also welcome.

The service will be available at about 100 Sephora stores across the United States.

"All of our services are developed to enhance, demystify or personalize our clients' experience with beauty," said Priya Venkatesh, vice president of merchandising for Sephora, in a statement. "The Sephora Perk Hydrating Facial is our first in-store spa grade treatment, powered by our own talented consultants who celebrate beauty each day with our clients.

"By introducing our clients to the right products, based on their own unique skincare concerns and enhanced with a personalized service, we're able to create an emotional connection, build their trust and celebrate the results with them in one comprehensive offering."

LVMH-owned Sephora recently highlighted some of its advanced retail innovations on a small scale with the opening of its smallest but most feature-rich, storefront.

The Sephora Studio concept offers an intimate and high-end experience where consumers are guided, both digitally and physically, through the process of finding, trying and buying the products that they desire.

Sephora has always been on the forefront of retail innovation. The beauty chain has a strong mobile presence and frequently rolls out new features that marry digital and physical commerce in unique ways ([see story](#)).

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