

THE BEAUTY OF FALL

SEPHORA

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inside jcpenny

SEPHORA'S BEST AND BRIGHTEST

Light up your look with fall's most brilliant beauty—top trends, new innovations, and must-have shades that will make you shine.

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Beauty Insider 500-Point Reward
Redeem 500 well-earned points, and we'll reward you with our best perk of all—a set filled with deluxe mini bestsellers.



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With every dollar you spend, one point is added to your Beauty Bank balance. Redeem 100 points, and get your choice of a free deluxe sample.



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Join Sephora's free loyalty rewards program, and earn points that can be exchanged for rewards like these.

ON THE COVER

SHADOW SPOTLIGHT

EXCLUSIVE SEPHORA COLLECTION Colorful Eyeshadow
Open your eyes to our striking shadow collection, available in four finishes and 50 high-pigment shades. \$13

EXCLUSIVE SEPHORA COLLECTION Pro Fan Brush #65
Perfect your look with this multitasking brush—ideal for sweeping on bronzers and illuminators and dusting off excess product. \$27



FRUIT PUNCH

Score knockout lips with heavyweight color in rich berry shades.



- 1 NEW, EXCLUSIVE
BUXOM Full-On Lip Cream in Kir Royale
Pump up the volume with this glass-smooth plumping gloss that coats lips with decadent color and intoxicating shine. \$19
- 2 **URBAN DECAY Super-Saturated High Gloss Lip Color in Apocalypse**
The brand's creamiest, most pigmented lip pencil, this deep plum stick delivers lasting color and an arresting high-gloss finish. \$19
- 3 EXCLUSIVE **KAT VON D Painted Love Lipstick in Homegirl**
A darker take on Kat's signature red, this burgundy-brown lipstick adds smoldering sophistication in a single—and long-lasting—swipe. \$19
- 4 EXCLUSIVE **SEPHORA COLLECTION Rouge Shine in No. 46 Soul Mate**
Infused with moisturizing oils and vitamin E, this glossy lipstick imparts rich mulberry color while nourishing and protecting your lips. \$12

- 5 NEW **TOO FACED Lip Injection Color Bomb! Moisture Plumping Lip Tint in Eastwood Red**
Heat up your look with this fiery red shade—infused with a slightly sweet scent—that hydrates, plumps, and adds super-sexy shine. \$21
- 6 NEW **STILA Color Balm Lipstick in Brigitte**
With a cap-top mirror for easy on-the-go application, this creamy lip color boasts the pigment of a lipstick, the nourishing properties of a balm, and the shine of a gloss. \$22
- 7 **NARS Satin Lip Pencil in Palais Royal**
A seductive sangria shade, this satin-finish pencil makes a sexy statement—whether worn all over, applied as a liner, or layered over lipstick. \$25

- 8 NEW **BAREMINERALS Marvelous Moxie Lipstick in Stand Out**
Packed with revitalizing minerals and protective vitamins, this lipstick perfects with buttery, good-for-you color—and creates fuller-looking lips. \$18
- 9 NEW, EXCLUSIVE
OBSESSIVE COMPULSIVE COSMETICS Lip Tar in Vintage
Meet your new obsession: Just a dab of this highly opaque lip color drenches lips in rich pigment and essential oils that soothe and soften. \$18
- 10 EXCLUSIVE **MAKE UP FOR EVER Rouge Artist Intense in 48 Satin Blackcurrant**
Formulated with 50% more pigment than a traditional lipstick, this longwearing pro-artist staple transforms lips with a single swipe. \$20

MAGIC WANDS

It's no illusion—these mascaras make show-stopping lashes appear before your very eyes.



1 NEW BAREMINERALS Lash Domination Volumizing Mascara
Powered by nourishing minerals, this 10-in-1 mascara features the ProTwist 180 wand that hugs each lash and coats from all angles. **\$18**

2 SHISEIDO Perfect Mascara Defining Volume
Set fringe aflutter with this waterproof mascara that creates gorgeously full, lustrous lashes that go from morning to night without smudging or fading. **\$24**

3 NEW TARTE Lights, Camera, Flashes Statement Mascara
Boost volume by up to 752% with the dual-molded 360° volu-flex brush that converts even the skinniest lashes to exaggerated fringe. **\$23**

4 EXCLUSIVE SEPHORA COLLECTION Outrageous Volume Mascara
Enriched with moisturizing hyaluronic acid, this volumizing mascara boasts a triple-load brush that intensifies and separates lashes from root to tip. **\$15**

5 NEW. EXCLUSIVE MAKE UP FOR EVER Smoky Extravagant Mascara
Created for performers, this ultra-black mascara adds stage-worthy volume and definition with a conical brush that allows for easy, precise application. **\$24**

6 NEW TOO FACED Better Than Sex Mascara
Mind-blowing lashes are just a few strokes away: This hourglass-shape brush is outfitted with extra-stiff bristles that ensure no lash is left behind. **\$23**

7 BENEFIT They're Real! Mascara
Get the false-lash look with this jet-black formula and ball-tip brush that lengthen, curl, separate, and volumize lashes beyond belief. **\$23**

8 URBAN DECAY Big Fatty Mascara
Add length and volume in the blink of an eye with this nourishing mascara. The tip of the brush is spiked with small bristles that reach lower and corner lashes. **\$20**

9 NEW LORAC Cobra Mascara
With a snakelike brush that lifts, defines, volumizes, and curls, this conditioning formula creates dark, hypnotic lashes that won't smudge or flake. **\$20**

ARCH TRIUMPHANT

Build perfectly proportioned brows with our face-framing essentials.



- 1 SMASHBOX Brow Tech To Go Angled waterproof pencil on one side, brow gel on the other. \$26
- 2 NEW SEPHORA COLLECTION Brow Filler Brush #100 Use to apply brow powder or soften pencil lines. \$10
- 3 NEW BENEFIT Gimme Brow Brow-Volumizing Fiber Gel Water-resistant fibers create a fuller-looking brow. \$22
- 4 BENEFIT Brow Zings Brow Shaping Kit Includes tinted wax, powder, tweezers, two brushes, and mirror. \$30
- 5 NEW ANASTASIA Brow Genius Kit Includes powder, waterproof sealing gel, and a two-sided brush. \$24
- 6 ANASTASIA Brow Gel Conditioning clear gel sets, defines, and holds brows in place all day. \$22
- 7 ANASTASIA Brow Wiz Slim, retractable pencil and brush shape, define, and fill in brows. \$20

GET THE POINT

Sharpen your look with longwearing eyeliner—it's never been easier to draw the line.



- 1 NEW. EXCLUSIVE BUXOM Hold The Line Waterproof Eyeliner Soft waterproof liner glides on like a gel. \$17
- 2 LORAC PRO Cream Eyeliner and Brush Highly pigmented cream with a brush in the cap. \$19
- 3 NEW SHADES URBAN DECAY 24/7 Glide-On Eye Pencil Moisturizing pencil dries to a long-lasting finish. \$19
- 4 STILA Stay All Day Waterproof Liquid Eye Liner Marker-like tip inks lids without skipping or pulling. \$20
- 5 NEW. EXCLUSIVE SEPHORA COLLECTION Smart Liner Easy-to-hold liner defines eyes with 24-hour-wear pigment. \$14
- 6 EXCLUSIVE MAKE UP FOR EVER Aqua Eyes Waterproof color livens lids and won't smudge or fade. \$19

COLOR PALETTES

Unleash your inner artist with a spectrum of shades, from soft nudes to smoky jewel tones.



1 NEW. EXCLUSIVE SEPHORA COLLECTION Smoky It Palette
This python-patterned mirrored palette is stocked with two six-shade shadow harmonies (one natural and one smoky), a brown eyeliner, and a double-ended brush. **\$32**



2 URBAN DECAy Naked Basics Palette
The purse-size companion to the bestselling Naked palettes, this collection contains six matte eye shadows (including four new shades) designed to create a versatile, neutral matte eye. **\$27**



3 NEW BAREMINERALS READY 8.0 in The Power Neutrals
Amp up your look with pure, intense color that lasts up to 12 hours. Bonus: These eight matte and shimmer shadows boast antiaging and de-puffing properties. **\$40**



4 NEW. SEPHORA INSIDE JCPENNEY EXCLUSIVE LORAC PRO To Go Palette
Created by celebrity makeup artist Carol Shaw, this artistry palette is loaded with everything you need to look glam on the go—six pigmented shadows, two blushes, bronzer, and two brushes. **\$38 (\$210 value)**



5 NEW. LIMITED EDITION TOO FACED Pretty Rebel Eye Shadow Collection
These 10 vivid shades of matte and shimmer shadows are packed with pigment for rich color payoff. The included guide takes the guesswork out of three eye looks. **\$46 (\$159 value)**

MEET YOUR MATCH

Come face to face—and live flawlessly ever after—with your perfect complexion formula.



- 1 NEW, EXCLUSIVE
TARTE Amazonian Clay Full Coverage Airbrush Foundation
With an innovative mess-free delivery system, this weightless clay-and-mineral formula energizes skin for a brighter, more-radiant complexion. In 11 shades. **\$36**
- 2 EXCLUSIVE **MAKE UP FOR EVER HD Invisible Cover Foundation**
Create a soft-focus effect with this oil-free foundation that covers imperfections while remaining invisible—on-screen and in real life. In 25 shades. **\$42**
- 3 NEW **SMASHBOX Liquid Halo HD Foundation SPF 15 Oil-Free**
Enhance skin with first-of-its-kind technology that harnesses the power of light to perfect while allowing your natural skin tones to come through. In 10 shades. **\$42**

- 4 NEW, EXCLUSIVE
SEPHORA COLLECTION 10HR Wear Perfection Foundation
With second-skin technology, this longwearing buildable foundation conceals imperfections and adds a natural-looking finish. In 16 shades. **\$24**
- 5 NEW, EXCLUSIVE **KAT VON D Lock-It Powder Foundation**
Providing 24-hour, transfer-resistant wear, this oil-free foundation adds full coverage and a matte finish. In 16 shades. **\$34**
- 6 NEW **NARS Radiant Cream Compact Foundation**
Combining the benefits of a liquid, the feel of a cream, and the ease of a compact, this blendable foundation evens skin tone and adds a luminous finish. In 15 shades. **\$38**
NARS Radiant Cream Compact Foundation Case \$10

- 7 **JOSIE MARAN Argan Matchmaker Serum Foundation**
Infused with nourishing argan oil, this hydrating foundation self-adjusts to match your exact skin tone. In three shades. **\$42**
- 8 **BAREMINERALS Original Foundation Broad Spectrum SPF 15**
This iconic foundation adds a luminous finish while leaving skin soft, smooth, and younger-looking. In 20 shades. **\$27**
- 9 NEW **URBAN DECAY Naked Skin Ultra Definition Pressed Finishing Powder**
The next evolution in Naked Skin, this silky powder sets foundation, reduces shine, and gives skin a soft-focus, demi-matte finish. In five shades. **\$34**

NOW AT SEPHORA: COLOR IQ NEVER WEAR THE WRONG FOUNDATION AGAIN

Pinpoint your exact foundation shade with Color IQ, our revolutionary new color-matching service. Give us five minutes. We'll give you your 100% shade match.

REMAKE OF A CLASSIC



Renamed and redesigned, our bestselling SEPHORA COLLECTION Classic Brushes are sculpted for effortless application and ultimate control. You won't be able to put this new collection down.

1 SEPHORA COLLECTION Classic Blending Eye Shadow Brush #71 \$16

2 SEPHORA COLLECTION Classic Setting Powder Brush #53 \$26

3 SEPHORA COLLECTION Classic Crease Shadow Brush #73 \$16

4 SEPHORA COLLECTION Classic Must-Have Angled Liner Brush #90 \$14

5 SEPHORA COLLECTION Classic Must-Have Large Powder Brush #30 \$36

6 SEPHORA COLLECTION Classic Brow Filler Brush #100 \$10

7 SEPHORA COLLECTION Classic Must-Have Angled Blush Brush #50 \$28

8 SEPHORA COLLECTION Classic Must-Have Smudge Brush #70 \$14

9 SEPHORA COLLECTION Classic Precision Powder Shadow Brush #61 \$13

10 SEPHORA COLLECTION Classic Perfecting Concealer Brush #20 \$18

11 SEPHORA COLLECTION Classic Must-Have Foundation Brush #10 \$24

12 SEPHORA COLLECTION Classic Bronzer Brush #44 \$28

13 SEPHORA COLLECTION Classic Mineral Powder Brush #45 \$24

14 SEPHORA COLLECTION Classic Must-Have Powder Shadow Brush #60 \$15

15 SEPHORA COLLECTION Classic Natural Kabuki Brush #48 \$24

ONE-STEP WONDERS

BB and CC creams prime, hydrate, protect, and perfect in a single step. Plus, BBs treat skin with active ingredients, and CCs color correct and even skin tone.



BB CREAMS

- 1 EXCLUSIVE BOSCIA B.B. Cream SPF 27 PA++** Diminishes the look of pores, fine lines, and uneven skin tone for a youthful glow. **\$38**
- 2 SHISEIDO Perfect Hydrating BB Cream SPF 35** Helps maintain moisture levels, minimize pore appearance, and prevent damage from UV exposure. In two shades. **\$33**
- 3 DR. JART+ Premium Beauty Balm SPF 45** Lightweight formula improves elasticity, hides imperfections, and brightens skin. **\$39**
- 4 NEW URBAN DECAY Naked Skin Beauty Balm SPF 20** Minimizes the appearance of pores, lines, wrinkles, and redness. **\$34**
- 5 TARTE BB Tinted Treatment 12-Hour Primer SPF 30 Sunscreen** Diffuses light to minimize the appearance of fine lines, wrinkles, and pores. In four shades. **\$34**

CC CREAMS

- 6 NEW. EXCLUSIVE STILA Color Correcting Cream SPF 20** Improves hyperpigmentation and provides up to 72 hours of continuous hydration. In six shades. **\$44**
- 7 NEW. EXCLUSIVE SEPHORA COLLECTION Skin Perfect CC Cream SPF 20** Minimizes the appearance of pores and fine lines, soothes skin, and evens skin tone. In seven shades. **\$26**
- 8 NEW DR. JART+ CC Essence Balm** Smooths fine lines while improving elasticity and radiance, plus de-cakes midday makeup. **\$42**
- 9 NEW SMASHBOX Camera Ready CC Cream SPF 30 Dark Spot Correcting** Fades dark spots, sun spots, and post-acne marks. In five shades. **\$42**
- 10 NEW OLE HENRIKSEN Perfect Truth CC Crème** Creates youthful skin clarity, resiliency, and radiance instantly and over time. **\$36**

PORE PERFECTORS

Deep clean, exfoliate, and control oil with our pore-refining treatments.



1 NEW CLARISONIC Deep Pore Detoxifying Solution
Combining patented sonic technology with a pore cleanser and treatment, this set dramatically clears and reduces the appearance of pores after just one use. Includes Mia2 Skin Cleansing System with Deep Pore brush head, cleanser, clay mask, and travel case. **\$169 (\$203 value)**

2 DR. BRANDT Pores No More Pore Refiner
Worn alone or under makeup, this mattifier instantly minimizes pore appearance and shine. **\$45**

3 EXCLUSIVE SEPHORA SKINCARE Pore Refining Serum
With a foam applicator that easily targets the T-zone, this mattifying serum absorbs excess oil and reduces the look of pores while hydrating skin. **\$20**

4 EXCLUSIVE BOSCIA Luminizing Black Mask
Remove impurities, exfoliate, and luminize skin with this groundbreaking black peel-off mask. **\$34**

5 GLAMGLOW SUPER-MUD Clearing Treatment
Applied as a full mask or spot treatment, this advanced formula vacuum-extracts excess oils, bacteria, and toxins for seemingly poreless skin. **\$69**

6 NEW MURAD Blackhead & Pore Clearing Duo
This two-step system removes impurities from deep within pores and reduces blackhead formation by 58%. **\$49.50**

THE FINISHING TOUCH

Accent your look with our fragrance favorites, each guaranteed to make a lasting impression.



1 NEW Desire By DOLCE&GABBANA EDP
 Inspired by the emotion of desire, this opulent and feminine scent is a potent blend of Madonna lily and gourmand vanilla-infused caramel. **\$79-\$93**

2 JIMMY CHOO EDP
 An expression of the modern woman, this luxurious and sensual floral fragrance conveys strength, beauty, glamour, and confidence. **\$55-\$75**

3 NEW GUCCI Guilty Black EDT
 Capture the heat of the moment with this intense and darkly hypnotic oriental floral that demands attention and invites addiction. **\$56-\$75**

4 PHILOSOPHY Amazing Grace EDP
 A hint of light musk accents soft floral blossoms in this feminine fragrance that embraces classic beauty. **\$52**

5 NEW JUICY COUTURE Viva La Juicy Noir EDP
 Succulent berries, sensual florals, and sultry sandalwood mingle in this bold blend that celebrates the unapologetic risk taker. **\$70-\$90**

6 MARC JACOBS Daisy EDT
 Sophisticated with a touch of whimsy, this perfume sparkles with its bright bouquet of violet and gardenia wrapped in vanilla and white woods. **\$70-\$89**

7 VERSACE Bright Crystal EDT
 Inspired by Donatella Versace's favorite floral fragrances, this vibrant perfume mixes sheer floral notes with warm musk and amber. **\$69-\$89**

8 NEW LIMITED EDITION COACH Poppy Freesia Blossom EDP
 This floral fruity gourmand, with notes of strawberry and brown sugar, is a scrumptious feast of joyful possibilities. Also available: NEW Coach Poppy Citrine Blossom and Coach Poppy Blossom. **\$45-\$65**

\$20 OR LESS

A small price to pay for big-time beauty—new arrivals, bestsellers, and more.



1 NEW. EXCLUSIVE
SEPHORA SKINCARE Age Defy Moisture Cream SPF 15 To Go
 The perfect size for your makeup bag, this antiaging SPF moisturizer reduces the appearance of fine lines, firms, and evens skin tone. **\$15**

2 BECCA Beach Tint Duo
 Sweetly scented according to their fruity shade names, these watermelon and fig washes stain lips and cheeks with natural, blendable color. **\$16 (\$29 value)**

3 SOAP&GLORY Super-Colour Sexy Mother Pucker
 The UK's top-selling plumping lip gloss, this European import visibly increases lip volume and fullness to create a sexier-than-ever pout. **\$16**

4 NEW JOSIE MARAN 100% Pure Argan Oil Light
 This lighter-weight version of the bestselling original hydrator is quickly absorbed into skin, resulting in a more matte finish. **\$14**

5 NEW. EXCLUSIVE. LIMITED EDITION
SEPHORA COLLECTION Tough Love Brush Set
 This studded mini brush set contains two face and two eye brushes—and is designed to fit in your makeup bag or purse. **\$16 (\$32 value)**

6 PHILOSOPHY Purity Made Simple
 This bestselling cleanser, infused with soothing sage and chamomile, dissolves dirt and makeup while deep cleaning pores. **\$10**

7 GLAMGLOW YOUTHMUD Tinglexfoliolate Treatment Mini
 This 10-minute mud mask from Hollywood's most buzzed-about skincare brand creates brighter, softer, more youthful-looking skin. **\$19**

8 NEW. EXCLUSIVE. LIMITED EDITION
SEPHORA COLLECTION Black Magic Makeup Palette
 Along with two universally flattering blushes, this portable palette is stocked with six neutral shadows and six nighttime-ready eye shades. **\$16**

9 NEW. EXCLUSIVE. LIMITED EDITION
SEPHORA COLLECTION Color Hit in 48 Get Revenge
 With an easy-to-grip ergonomic brush, this fast-drying nail lacquer mini delivers high coverage and long-lasting shine. Available in 25 shades. **\$5**

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Polish and plump your
lips with this six-pack of
spotlight-worthy shades.

NEW . EXCLUSIVE . LIMITED EDITION
BUXOM Time To Shine Set

Includes three mini Full-On Lip Creams
and three mini Full-On Lip Polishes. \$32

BEAUTY INSIDERS ONLY
EXCLUSIVELY AT SEPHORA INSIDE JCPENNEY

FREE Mascara Mini

With an innovative brush that
twists up and down, Buxom
Amplified Lash Mascara
volumizes, lengthens, and
separates lashes. Stop by
Sephora inside jcpenny, and
receive this free deluxe sample.*



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*Offer valid at Sephora inside jcpenny stores only. Must be a
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person, per card, while supplies last. If we're out, we'll give you a free
custom sample. Card must be surrendered at time of redemption.
Not redeemable for cash or credit. Prices listed are subject to change.