



OFFICE OF THE ATTORNEY GENERAL  
CONNECTICUT

TESS SHAW  
ASSISTANT ATTORNEY GENERAL

Phone: 860-808-5400

November 25, 2024

**By E-mail**

Mr. Eric Baysinger  
Senior Vice President, General Counsel  
Sephora USA, Inc.  
525 Market Street, Floor 32  
San Francisco, CA 94105  
[eric.baysinger@sephora.com](mailto:eric.baysinger@sephora.com)

Re: *Sephora USA, Inc.'s Advertisement of Skincare to Children*

Dear Mr. Baysinger:

The Consumer Protection Section of the Office of the Connecticut Attorney General is conducting an inquiry into Sephora USA, Inc.'s ("Sephora," "You" or "Your") marketing and advertising of skincare products to children. To assist in our inquiry, please respond to the following requests by email to [Tess.Shaw@ct.gov](mailto:Tess.Shaw@ct.gov) by the close of business on January 6, 2025. Unless otherwise specified, the time period for these requests is January 1, 2019 through the date of your response.

1. Identify the products yielded from searching "kids" on [www.sephora.com](http://www.sephora.com) ("Sephora's website").
2. Identify the products yielded from searching "children" on Sephora's website.
3. Identify the products yielded from searching "tweens" on Sephora's website.
4. Identify the products yielded from searching "skincare for kids" on Sephora's website.
5. Identify the products yielded from searching "skincare for children" on Sephora's website.
6. Identify the products yielded from searching "skincare for tweens" on Sephora's website.
7. Identify the products yielded from searching "products for kids" on Sephora's website.
8. Identify the products yielded from searching "products for children" on Sephora's website.
9. Identify the products yielded from searching "products for tweens" on Sephora's website.

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10. Identify the products yielded from searching “gift for kid” on Sephora’s website.
11. Identify the products yielded from searching “gift for child” on Sephora’s website.
12. Identify the products yielded from searching “gift for tween” on Sephora’s website.
13. Identify the products yielded from searching “sets for children” on Sephora’s website.
14. Identify the products yielded from searching “sets for kids” on Sephora’s website.
15. Identify the products yielded from searching “sets for tweens” on Sephora’s website.
16. Identify the products identified in response to Questions 1-15 that are, or may not be, suitable for children under the age of 13, if any.
  - a. Identify the reason those products are, or may not be, suitable for children under the age of 13.
17. For each product identified in response to Question 16, provide all warnings and disclaimers to consumers that appear on the product’s packaging that it is, or may not be, suitable for children under the age of 13, and where and how they appear on the product’s packaging.
18. For each product identified in response to Question 16, provide all warnings or disclaimers that appear on Your website that the product is, or may not be, suitable for children under the age of 13, where and how they appear on Your website, and the proximity of those warnings and disclaimers to the advertised product.
19. Identify whether Sephora provides a “Buying Guide” for customers purchasing skincare products. If so, please provide the “Buying Guide,” and identify when, where, and how it is provided to customers.
20. Identify whether Sephora provides a “Buying Guide” for customers under the age of 13 purchasing skincare products. If so, please provide the “Buying Guide,” and identify when, where, and how it is provided to customers.
21. Provide guidance and/or training materials provided to Sephora employees concerning: (1) the use of skincare products, sold by Sephora, by consumers under the age of 13; and (2) the sale of products by Sephora to consumers under the age of 13.

Very truly yours,  
Tess Shaw