

scentsa®

SEPHORA

FOR IMMEDIATE RELEASE

SEPHORA INTRODUCES BILINGUAL SCENTSA® FRAGRANCE FINDER

THE ULTIMATE FRAGRANCE GPS *now in SPANISH*

San Francisco, CA – After successfully introducing the **Scentsa® Fragrance Finder for Sephora**, an innovative device that takes the guesswork out of finding a new scent or an old favorite, **Sephora** has announced the debut of its **new bilingual English/Spanish** edition. A state-of-the-art custom program, Scentsa is the brainchild of **Jan Moran**, noted fragrance expert and author of the *Fabulous Fragrances* book series.

“Since its launch in 2008, Scentsa has been an important resource for Sephora clients,” said Margarita Arriagada, Sephora’s Senior Vice President of Merchandising. “The introduction of the new bilingual edition allows our Spanish-speaking clients to access Scentsa’s vast knowledge, creating a richer and more customized shopping experience.”

Scentsa’s interactive wall-mounted touch screen is located prominently in the fragrance area in-store, making it a useful tool for Sephora’s fragrance experts and for customer “play.” With the tap of a finger on the large-screen display, users can easily navigate the program to find detailed information on the latest fragrances, view images, watch videos, or find thousands of reviews on time-honored international favorites; all with cutting-edge clarity. Switching to Spanish is effortless, and with just a touch at the top right of the screen, shoppers are able to search by fragrance and brand name, fragrance notes and families, and new and bestselling scents, all in their preferred language. They can even take The Find Your Signature Scent quiz in Spanish to quickly find the fragrance to fit their personality and lifestyle. Scentsa creator Jan Moran comments: “We’re excited to unveil the new bilingual edition. Very simply, Scentsa makes sense of fragrance. It’s easy and fun, and makes anyone an instant expert.” Scentsa has been honored with these awards: the FiFi Award for Technological Innovation from The Fragrance Foundation, the Cisco Growing with Technology Honor, and the Stevie Award for Entrepreneurs. From fragrance family and ingredients, to the most popular perfumes of the season, the new bilingual English/Spanish Scentsa is available at all Sephora locations in the U.S. and Puerto Rico. In Canada, Scentsa is available in a bilingual English/French edition. ScentsaBeauty for skincare, makeup, and fragrance is available at twenty Sephora-Inside-JCPenney locations in the U.S. To find a Scentsa near you, please call 1-877-SEPHORA.

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About Sephora

Launched in the U.S. in 1998, Sephora North America today operates more than 270 stores in the U.S. and Canada, and the world’s top beauty website, Sephora.com. Sephora is well known for its unique retail concept, which is rooted in its distinctive store design, the beauty expertise of its sales consultants and, most importantly, its unparalleled combination of over 200 classic and emerging brands across a broad range of product categories including skincare, color, fragrance, bath & body, smilecare and haircare, as well as Sephora’s own private label. In addition to its North American business and its initiative with JCPenney, which includes more than 190 Sephora inside JCPenney locations, Sephora today has more than 500 stores within 14 countries in Europe and 30 locations in China. Sephora was founded in France in 1969 and acquired in 1997 by Paris-based LVMH Moët Hennessy Louis Vuitton, the world’s leading luxury product group.

About Crescent House Publishing

Scentsa is an innovation of Crescent House Publishing Inc., an award-winning multimedia technology company serving the global retail industry. Founded in 1992 by Jan Moran, renowned author and brand consultant, the company has published best-selling books for the fragrance and beauty industry. Today, Crescent House Publishing is an evolving media company that creates marketing and information software solutions for retailers and vendors to reinforce brand awareness, enhance sales training, and create in-store excitement with touch-screen, digital media, and emerging mobile, web, and in-store technologies.

