

# Youth Glow Consulting

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**Topic Title:** Skincare for kids, a marketing phenomenon that squeezes a generation.

**Audience:** Sephora’s executive and governance leadership board, alongside internal sustainability, and marketing teams responsible for aligning business growth with ethical and responsible consumption standards.

## Sustainable Development Goal

**SDG #12:** Responsible consumption and production. Ensure sustainable consumption and production patterns.

## Executive Summary

Since 2023, Sephora has faced growing public scrutiny tied to the fast spreading “Sephora Kids” phenomenon, where the hashtag #SephoraKids has now crossed 530 million views on social media, and related content has produced hundreds of millions of impressions among minors. Even without formal sanctions, the normalization of advanced skincare and makeup routines for children is becoming a material reputational, regulatory, and ESG risk. Our assessment is straightforward: for most children and early adolescents, complex multi-step regimen and high-potency active ingredients are not medically necessary and are often developmentally out of step with potential downsides that include dermatological irritation, earlier and harsher appearance pressure, and increased environmental externalities driven by high turnover consumption and packaging waste.

Rather than slowing growth, this is a strategic inflection point and a chance to lead. We recommend a structured transformation that combines age-sensitive governance, the promotion of minimal, evidence-based routines, sustainable value-chain optimization, and the launch of a tightly controlled, age-appropriate youth line centered on creative expression and pediatric safe essentials, explicitly excluding antiaging positioning and high potency actives. Done proactively, this repositioning reduces reputational and regulatory exposure, strengthens ESG performance, and positions Sephora as the category leader in responsible youth beauty. Ethical recalibration does not weaken the business model, but its future proofs it by aligning profitability with long-term social legitimacy and environmental stewardship.