



INTRODUCING

JCPenney Beauty

GRAND OPENING NOVEMBER 11

It's here! An all-new space for every way you glow. Join the celebration and shop your favorite brands, plus discover new ones, too.


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BY DR. JET LI • A KOSASKIN CARE

SOLINOTES


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 BIOLAGE

baebody®

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FRAGRANCES

elf.
eyes.lips.face.

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CO.

thirteen lune
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Shop the best selection of inclusive beauty products from our partner, thirteen lune, featuring BIPOC-founded brands, created for people of all colors.