



## Kohl's Launches Lauren Conrad Beauty, Bringing New Clean Beauty Offerings to Customers Nationwide

- *Lauren Conrad Beauty launches in select Kohl's stores and online at Kohls.com on October 9, 2020*
- *The new skincare and cosmetics line features certified-clean, vegan and cruelty-free products designed to bring out every individual's natural beauty*
- *The launch of Lauren Conrad Beauty at Kohl's further demonstrates the company's plans to actively grow its beauty business*

**MENOMONEE FALLS, Wis., September 29, 2020** – Kohl's (NYSE: KSS) and long-time partner, Lauren Conrad, announced today that Lauren Conrad Beauty, a new line of clean skincare and cosmetics, will be available in select Kohl's stores and on Kohls.com beginning October 9, 2020. Inclusive of skincare, bath and body, color cosmetics, and accessories, Lauren Conrad Beauty offers quality, natural beauty products to millions of Kohl's customers nationwide.

"Beauty is something I've always had a passion for and this launch was especially exciting for me as it's my first beauty collection, born from my desire for clean beauty products with recyclable packaging that make you look great and feel confident," said Lauren Conrad. "After working with a team of experts to produce a clean, vegan, and ethically sourced line, I'm so proud to share that Lauren Conrad Beauty will now be offered at Kohl's, to make this beauty line even more accessible and to empower more women to embrace their own beauty."

"We believe that beauty is a strategic area of growth for Kohl's, and we see a tremendous opportunity ahead, as consumers are investing in clean ingredients and beautiful products that bring a seamless sense of joy and self-expression to their new routines," said Doug Howe, Kohl's chief merchandising officer. "We're committed to continuing to deepen our focus on beauty and are so thrilled to launch the new Lauren Conrad Beauty line with Lauren, who has been a wonderful partner and business driver for many years."

After a successful direct-to-consumer launch in August, Lauren Conrad Beauty is landing at Kohl's, offering clean, simple beauty products that are vegan, cruelty-free and ethically sourced. The assortment, designed to celebrate every individual's natural beauty, features the following products:

- **Skincare:** facial cleanser, toner mist, vitamin C oil, face cream, and makeup remover
- **Bath and Body:** body lotion, body cream and all-over balm
- **Color Cosmetics:** skindividual tint, concealer, finishing powder, eyeshadow palette, liquid eyeliner, eyeliner pencil, mascara, eyebrow pencil, powder blush, lip & cheek tint, liquid highlighter, lipstick, and lip gloss
- **Accessories:** makeup bags

The introduction of Lauren Conrad Beauty at Kohl's expands on a more than decade-long partnership between Kohl's and Lauren Conrad in which the two have successfully expanded into new and emerging categories together. The LC Lauren Conrad lifestyle brand, which originally debuted featuring apparel, footwear, jewelry, and accessories, has since expanded to include home décor, bedding, bath, children's apparel, and more.

The launch of Lauren Conrad Beauty is just one component of Kohl's continued investment in growing its beauty business. Kohl's continues to expand its beauty assortment, bringing in prestige brands and introducing customers to new and emerging trends.

### Cautionary Statement Regarding Forward-Looking Information

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. The Company intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are



subject to certain risks and uncertainties, which could cause the Company's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to, risks described more fully in Item 1A in the Company's Annual Report on Form 10-K, and in Item 1A of Part II in the Company's Quarterly Report on Form 10-Q for the quarter ended May 2, 2020, which are expressly incorporated herein by reference, and other factors as may periodically be described in the Company's filings with the SEC. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.

### **About Kohl's**

Kohl's (NYSE: KSS) is a leading omnichannel retailer with more than 1,100 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, Kohl's offers amazing national and exclusive brands, incredible savings and an easy shopping experience in our stores, online at [Kohls.com](https://www.kohls.com) and on the Kohl's mobile app. Since its founding, Kohl's has given more than \$750 million to support communities nationwide, with a focus on family health and wellness. For a list of store locations or to shop online, visit [Kohls.com](https://www.kohls.com). For more information about Kohl's impact in the community or how to join our winning team, visit [Corporate.Kohls.com](https://www.corporate.kohls.com) or follow [@KohlsNews](https://twitter.com/KohlsNews) on Twitter.

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