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# WHAT IF SEPHORA WAS SELLING SNACKS?

A Conceptual Brand Extension Beauty, You Can Eat



by AZ

## **January 2026 by Anastasiia Zotova**

This concept imagines Sephora entering the wellness snack space without becoming a food brand.

Each product is designed as a beauty object.  
Minimal dosage. Clear effect. Premium ritual.

The goal is not nutrition.  
The goal is consistency, repetition and trust.

# **THE IDEA**

# CONTEXT

Over the past few years, beauty brands have quietly moved into ingestible products. Collagen powders, gummies, functional drinks and daily shots are no longer sold as food. They are sold as beauty tools.

People don't buy them for taste.  
They buy them for glow, focus and immunity.

This shift has changed how consumers think about snacks.





## Why now?

Beauty and wellness are no longer separate categories.

Consumers are already buying supplements, functional drinks, and gummies for glow, energy, and immunity — often from beauty brands, not food brands.

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## Why Sephora?

- Sephora already sells supplements and inner-beauty products
- Wellness is a natural extension of beauty
- Snacks are reframed as rituals, not food

# BRAND FIT



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SEPHORA  
BITES

Glow Collagen Gummies

Shade 01 • Strawberry Peach

BEAUTY SITUAL

SEPHORA  
BITES

Immunity Boost  
Shot

Berry Slow  
gleeget Gummies

PROUNITY / ORALLIA

SEPHORA  
BITES

Energy Bites

Formula 02 - Focus & Clarity

# Product 1

## Glow Collagen Gummies

Collagen is already one of the most familiar ingestible beauty formats. Gummies lower the barrier of entry and feel closer to skincare than supplements.

This product targets consumers who already associate glow with daily maintenance.



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# Product 2

## Energy Bites

Energy today is less about stimulation and more about control.  
Focus, mental clarity and no crash.

These bites are positioned as a performance tool rather than a snack.  
Closer to a productivity ritual than food.



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# Product 3

## Daily Wellness Shot

Single-serve shots fit modern wellness behavior.  
Fast. Intentional. Limited.

The bottle format mirrors skincare serums and boosters, reinforcing a beauty-first identity.



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# PACKAGING & VISUAL SYSTEM

The packaging is intentionally minimal, metallic, and unified.

Silver packaging reflects Sephora's premium beauty DNA.  
Soft color accents differentiate function, not flavor.

The system is designed to:

- look cohesive on shelves
- photograph well for social media
- feel closer to skincare than food

This makes Sephora Bites immediately recognizable as a Sephora product, not a generic supplement.





## Why this could work commercially

Sephora already sells supplements and ingestible beauty products.

The customer mindset is prepared.  
Functional formats such as gummies and shots encourage repeat purchases.

They fit subscription logic and daily routines.  
Premium packaging reframes consumption as self-care rather than snacking.

This allows Sephora to expand categories without diluting brand perception.

# WHY THIS COULD SELL?



# POTENTIAL COLLABORATIONS

Launching through collaboration would reduce risk and accelerate trust.

Brands like Lemme, Moon Juice already operate in the beauty-wellness space.

They bring formulation expertise while Sephora brings retail power and cultural relevance.



**lemme**





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This concept is designed to be experienced before it is purchased.

Instead of a traditional shelf launch, the collection would be introduced through temporary in-store pop-ups that allow customers to try, taste, and understand the products as part of a beauty routine.

# HOW IT WOULD BE INTRODUCED?

# SEPHORA RITUAL BAR

## EXPERIENCE

The Sephora Ritual Bar is a temporary pop-up wellness counter inside select Sephora stores.

Customers can try collagen coffee, wellness shots, and functional drinks while shopping, and immediately purchase the products featured in the menu.

The bar turns wellness snacks into a beauty experience rather than a food purchase.



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# POP-UP DESIGN

The pop-up space uses:

- reflective metal
- sculptural platforms
- soft gradients and glass elements

The environment feels:

- clean but not clinical
- premium but not intimidating
- curated but slightly imperfect

Products are not placed symmetrically on purpose.

This creates a lived-in wellness feeling that aligns with current messy girl aesthetics.



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# CUSTOMER JOURNEY

## Kara / Brand Guidelines

A visitor's experience is simple and intuitive:

1. Visual attraction through sculptural display
2. Short explanation of product benefits
3. Tasting or sampling moment
4. Product recommendation based on mood or need
5. Purchase or social sharing

The pop-up turns curiosity into conversion without pressure.





## Kara / Brand Guidelines

### Sales:

- Low-friction entry through tasting and sampling
- Impulse-friendly formats designed for add-on purchases
- Habit-based products that encourage repeat buying

### EGC (Earned & Generated Content):

- Beauty-first packaging designed to be photographed
- Natural fit into routines people already share online
- Content created organically, not campaign-driven

### Cultural relevance:

- Aligns with wellness, biohacking, and messy girl aesthetics
- Reframes food as performance and ritual
- Feels current without chasing short-term trends

### Scalability & collaboration:

- Flexible platform for limited drops and partnerships
- Easy integration with wellness and performance brands
- Keeps the concept fresh without changing the core system

# WHY THIS FORMAT WORKS



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# SEPHORA BITES



**Thank-  
you.**

**January 2026**