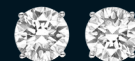


# 10 DAYS NONSTOP NEW

## FASHION & BEAUTY EVENT! SEPT 15-24



**\$10 STUDS!**

2.5 CT.T.W. Lab-Created  
White Sapphire Studs in sterling silver.  
reg. \$49.98

Limited Time Special! Excluded from coupons & rewards.

FRIDAY 15	SATURDAY 16	SUNDAY 17	MONDAY 18	TUESDAY 19
<b>DAILY FASHION DEALS + \$10 STUDS!</b> Limited Time Special				
50% OFF LIBBY EDELMAN COLLECTION select styles	\$49.99 LIZ CLAIBORNE OVER-THE-KNEE BOOTS select styles	\$9 XERSION SHORTS, SWEATSHIRT OR BRA select styles	50% OFF BELLE + SKY COLLECTION select styles	\$12.99 AMBRIELLE COTTON BRA select styles
<b>DAILY BEAUTY DEALS</b>				
\$6.99 HAIRSPRAY select styles	\$9.99 FLAWLESS BY GABRIELLE UNION SHAMPOO OR CONDITIONER	\$4.99 PAUL MITCHELL EXTRA BODY SCULPTING FOAM 6.7 oz.	\$24.99 HOT TOOLS GOLD CURLING IRON select styles	\$5.99 WET BRUSH select styles
<b>DAILY BEAUTY SERVICES</b> Book Your Appointments Online Now!†				
AT SEPHORA INSIDE JCPENNEY				
FENTY FACE†	LANCÔME OR BITE BEAUTY EVENT†	SMOKY BRICK EYE†	TWO-TONE BERRY LIP†	DEWY GLOW†
AT JCPENNEY SALON				
\$10 BROW WAX†	TIPS & TRICKS Flawless Hair	TIPS & TRICKS Weeklong Hair	CURL BAR	TIPS & TRICKS Wet Brush Technique

**\$5,000 DREAM CLOSET GIVEAWAY IN STORE ONLY!** AGE RESTRICTIONS MAY APPLY. SEE DETAILS AT JCP.COM/NEW  
Valid in-store only 9/15/17-9/24/17.

WEDNESDAY 20	THURSDAY 21	FRIDAY 22	SATURDAY 23	SUNDAY 24
<b>DAILY FASHION DEALS + \$10 STUDS!</b> Limited Time Special				
\$15 DRESSES a.n.a or Worthington select styles \$17 women's plus Boutique+ dress select styles	\$15 A.N.A VELVET TOP select styles \$17 women's plus Boutique+ top select styles	BUY 1 GET 1 FOR 1¢* FASHION JEWELRY select styles *See pg. 38 for details.	50% OFF PROJECT RUNWAY COLLECTION select styles	60% OFF DENIM FOR HER a.n.a, Arizona, St. John's Bay or Boutique+ select styles
<b>DAILY BEAUTY DEALS</b>				
FREE SEPHORA TOTE with \$35 purchase from Sephora inside JCPenney	\$7.99 PAUL MITCHELL SUPER SKINNY SERUM 5.1 oz.	\$11.99 ea. MATRIX BIOLAGE COLORLAST SHAMPOO OR CONDITIONER LITERS	\$59.99 CHI BASIC FLAT IRON	\$14.99 ea. REDKEN COLOR EXTEND SHAMPOO OR CONDITIONER LITERS
<b>DAILY BEAUTY SERVICES</b> Book Your Appointments Online Now!†				
AT SEPHORA INSIDE JCPENNEY				
SMOKY BRICK EYE†	TWO-TONE BERRY LIP†	FENTY FACE†	BENEFIT COSMETICS EVENT†	DEWY GLOW†
AT JCPENNEY SALON				
BRAID BAR	TOP KNOT	PERFECT PONY	\$10 BROW WAX†	\$10 BLOWOUTS*† *See pg. 38 for details.

**REWARDS MEMBERS, SHOP & GET \$10 BONUS REWARDS**  
WHEN YOU SPEND \$50 OR MORE IN STORE & JCP.COM THROUGH 9/17. See page 38 for details.

**PLATINUM CARDMEMBERS, GET 3X THE REWARDS POINTS**  
ON ALL SEPHORA INSIDE JCPENNEY PURCHASES SATURDAY 9/23 IN STORE ONLY. See page 38 for details.

**VISIT JCP.COM/NEW TO VIEW THE FULL CALENDAR**