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proactiv Announces Ulta Beauty As First National Beauty Retail Partner

Leading acne treatment line to launch in Ulta Beauty stores next month

BOLINGBROOK, Ill., Aug. 29, 2016 /PRNewswire/ -- Ulta Beauty and **proactiv**®, the award-winning acne treatment system, are pleased to announce a new retail partnership. Starting September 1, **proactiv** will be available to Ulta Beauty guests in select stores and nationwide online at ulta.com. Ulta Beauty will be the exclusive beauty retailer of **proactiv** at the time of the launch.



"We at **proactiv** are truly excited for this partnership with Ulta Beauty. As the #1 acne brand in America, we are thrilled our next wave of expansion will bring our proven acne skincare solutions into the hands of Ulta Beauty guests, giving even more individuals the opportunity to have the clear, healthy-looking skin they deserve," states Kimber L. Maderazzo, EVP of Global Brand & Product Marketing at The Proactiv Company.

Ulta Beauty stores will carry a range of **proactiv** products which will include individual items as well as 3-step kits and additional products through ulta.com. **proactiv** combines proven safe and effective acne fighters into an easy to use, daily skin care regimen designed with all skin types and ages in mind.

Ulta Beauty will also carry X Out™ on [Ulta.com](http://ulta.com) from the makers of **proactiv**. X Out is a simple, 1 step Wash-In treatment designed specifically for busy teens and young adults.

"This announcement marks the first time **proactiv** will be available at a national beauty retailer and it is yet another exciting first for Ulta Beauty," said Tara Simon, senior vice president of prestige merchandising at Ulta Beauty. "We've listened to our guest and know

she wants the most sought-after brands and we deliver them to her time and time again. Offering **proactiv** at Ulta Beauty is a huge win for us and more importantly our guests who have been requesting the brand for years."

proactiv's award-winning line of products like the **proactiv+** 3-step acne system will be featured in 375 Ulta Beauty doors and new doors will be added through the remainder of the year. **proactiv** and X Out will both be available at ulta.com at launch.

About Proactiv

proactiv, America's #1 acne brand, is an industry leader in the treatment of acne skincare. **proactiv** takes medically-based breakthrough technologies and combines them with the best acne fighters into synergistic 3-Step regimens. Used and trusted by millions around the world, **proactiv** has been recognized with 30 awards and honors from the beauty and health industry. The Proactiv Company is a newly formed entity with Nestle Skin Health S.A., a global leader focused on science-based solutions for overall skin health. The Proactiv Company unites Nestle Skin Health's science-based innovations with The Proactiv Company's direct to consumer expertise under the **proactiv** brand.

About Ulta Beauty

Ulta Beauty (NASDAQ: ULTA) is the largest beauty retailer in the United States and the premier beauty destination for cosmetics, fragrance, skin, hair care products and salon services. Since opening its first store 25 years ago, Ulta Beauty has grown to become the top national retailer providing All Things Beauty, All in One Place™. The company offers more than 20,000 products from over 500 well-established and emerging beauty brands across all categories and price points, including Ulta Beauty's own private label. Ulta Beauty also offers a full-service salon in every store featuring hair, skin and brow services. Ulta Beauty is recognized for its commitment to personalized service, fun and inviting stores and its industry-leading Ultamate Rewards loyalty program. As of July 30, 2016, Ulta Beauty operates 907 retail stores across 48 states and the District of Columbia and also distributes its products through its website, which includes a collection of tips, tutorials and social content. For more information, visit www.ulta.com.

proactiv.

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