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# Ulta Beauty and Credo Beauty Partner to Elevate Industry Leadership, Guest Choices

*Exclusive collection, curated by clean beauty experts, debuts in select stores and online this fall*

BOLINGBROOK, III.--(BUSINESS WIRE)-- Ulta Beauty, the nation's largest beauty retailer, today announced its partnership with clean beauty pioneer, Credo Beauty. The unique collaboration will offer Ulta Beauty guests an exclusive, clean beauty collection with more choices and unrivaled transparency related to sourcing, fragrance and ingredients.

The clean beauty collection will premiere with eight exciting clean beauty brands, including EleVen by Venus Williams x Credo SPF, Innersense Organic Beauty and One Love Organics, among others, across 100 Ulta Beauty stores and on Ulta.com this fall.

"As a trailblazer in ingredient authenticity and transparency, Credo Beauty is the perfect partner for us as we continue to evolve our clean beauty offerings for guests," said Monica Arnaudo, chief merchandising officer, Ulta Beauty. "We know ninety percent of Gen-Z shoppers intend to buy clean beauty products in the next year<sup>1</sup>; this first effort together, a clean collection handpicked by the experts at Credo, offers amazing products and more beautiful, clean possibilities for their needs."

The collaboration reinforces the companies' shared leadership in educating, guiding and simplifying clean beauty choices. As the partnership grows, Credo Beauty and Ulta Beauty will leverage their collective expertise to continue pushing this important space forward.

"We partner with brands driven by innovation, clean beauty and transparency on our mission to change the industry together," said Annie Jackson, co-founder and COO, Credo Beauty. "Bringing this collection to life with Ulta Beauty helps us share the highest standards in clean beauty with an expanded audience of enthusiasts. We are thrilled to share our knowledge and relationships to create platforms together for new, sustainable beauty brands to grow."

## **About Ulta Beauty**

At Ulta Beauty (NASDAQ: ULTA), the possibilities are beautiful. Ulta Beauty is the largest U.S. beauty retailer and the premier beauty destination for cosmetics, fragrance, skin care products, hair care products and salon services. In 1990, the Company reinvented the beauty retail experience by offering a new way to shop for beauty – bringing together all things beauty, all in one place. Today, Ulta Beauty has grown to become the top national retailer offering the complete beauty experience.

Ulta Beauty brings possibilities to life through the power of beauty each and every day in our stores and online with more than 25,000 products from approximately 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, brow, and make-up services.

Ulta Beauty is recognized for its commitment to personalized service, fun and inviting stores and our industry-leading Ultamate Rewards loyalty program. As of May 2, 2020, Ulta Beauty operates 1,264 retail stores across 50 states 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](http://www.ulta.com).

### **About Credo Beauty**

Founded in 2014 by former Sephora executives, Credo is today's largest and fastest-growing clean beauty retailer, partnering with 135+ beauty brands across skincare, color, body, fragrance and hair care categories. Credo's mission continues to be focused on changing the beauty industry for the better and making clean beauty accessible to everyone. All brands must comply with the Credo Clean Standard, the most comprehensive in beauty retail. With an omni-channel approach, Credo currently boasts nine stores across the U.S. and an ecommerce site experiencing extraordinary growth. Highly trained licensed estheticians and makeup artists offer beauty services in all doors, and 4 locations have treatment rooms featuring Tata Harper. With transparency and education at the forefront, customers and brands alike benefit from Credo's services/programs such as Credo Live (online and video chats with in-store reps), Clean Swaps Program, Your Product Finder (smart database to navigate 450k ingredients), local retail partnerships/education panels/event series, and access to our Clean Beauty Council (industry experts leading the Clean Beauty movement). A portion of every sale goes to the non-profit partner, Lipstick Angels.

<sup>1</sup> According to Ulta Beauty clean beauty quant study fielded in April 2019, sample n=1700 consumers

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