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Ulta Beauty Announces 2025 MUSE Accelerator Cohort

BOLINGBROOK, III.--(BUSINESS WIRE)-- Ulta Beauty, the nation's largest beauty retailer, today announced the eight brand founders that will participate in the 2025 MUSE Accelerator program. Starting September 8, these early-stage brands spanning cosmetics, skincare, haircare and wellness, will kick-off an enriching 10-week journey that includes a robust curriculum, mentorship and funding to fuel growth and prepare for retail distribution.

Launched in 2022, the MUSE Accelerator supports Ulta Beauty's ongoing efforts to magnify, uplift, support and empower underrepresented voices in the industry while curating an inclusive assortment that represents *All Things Beauty, All In One Place®* for beauty enthusiasts. Over just a few years, the program has become a proven incubator, thoughtfully identifying and nurturing founders with strong vision, efficacious products and scalable potential.

Ulta Beauty has launched four standout brands from the MUSE Accelerator into retail distribution – Pound Cake, Octavia Morgan Los Angeles, and most recently Scarlet by RedDrop and Ocoa. With more than 500 applications in 2025 alone, the program is more competitive than ever, underscoring its impact as a meaningful pipeline for the next generation of beauty brands.

"The beauty of the MUSE Accelerator is that it creates a lasting foundation and pathways for early-stage founders to thrive," said Jessica Phillips, vice president of merchandising, Ulta Beauty. "By nurturing new brands and expanding access to funding and mentorship, we believe we can build a more inclusive beauty community."

Meet the 2025 MUSE Accelerator Cohort:

- **Carolina Lopez, [BEJOU](#)** – A sensitive skin and hyperpigmentation skincare brand, rooted in Latin American botanicals. The brand's science backed, fragrance-free and neurocosmetic formulas are made to calm, brighten, and protect while being safe for even the most sensitive skin.
- **Alanna Tran, [BiotechBeauty](#)** – Redefining clean makeup with clinically validated, biotech-powered formulas that go beyond coverage to actively support and improve skin health in as little as 14 days. BiotechBeauty combines high-performance color with science-backed skincare actives to create makeup that's as good for your skin as it looks.
- **Yrenes Martínez, [Ginger Milk Natural Care](#)** – A Latina-founded hair care brand inspired by the power of tropical ingredients and fresh Dominican ginger. The brand creates clean, cruelty-free formulas that celebrate Caribbean beauty while delivering results customers can see and feel.

- **Heather and Felice Chan, [Moonbow](#)** – Blends the wisdom of Traditional Chinese Medicine with modern skincare to nurture both skin and spirit. Every formula is crafted to calm reactive skin while promoting radiance and balance.
- **Necole Kane and Ma-Shyrra Durden, [My Happy Flo](#)** – A feminine wellness brand committed to helping women build a better relationship with their cycles. From PMS, PCOS, PMDD, or fibroids, the brand's clinically tested, plant-based supplements help take the pain out of periods and support hormone balance for healthier cycles.
- **Smitha Rao, [Parëva™ Beauty](#)** – A modern skincare brand rooted in radical transparency and good science that everyone can understand and trust. The name Parëva™ means joyful transformation in Sanskrit.
- **Irene Ham, [Poom Cosmetics](#)** – A Korean beauty brand creating acne-safe, non-pore-clogging makeup made with simple, effective Korean formulas that transformed the founder's skin.
- **Dawn Myers, [Richualist](#)** – An all-in-one hair styling system designed to meet the nuanced needs of women of color that detangles, conditions creams and gels, applies product, and styles with just one stroke.

Each brand in the 2025 MUSE Accelerator cohort will receive \$50,000 in financial support to help accelerate their business and valuable resources to establish a foundation for long-term success. Additionally, Ulta Beauty and long-time partner Fifteen Percent Pledge will select one member of the cohort to receive an additional \$10K award.

A core component of the Accelerator is the 10-week curriculum intentionally designed to equip participants with real-life skills to succeed in retail, including:

- **Brand Strategy & Positioning:** An immersive, 360-degree planning session that provides tools, support, and resources needed for long-term success.
- **Retail 101:** Expert training on how to successfully launch, grow and thrive in a national, omni-channel retail environment.
- **Supply Chain & Logistics:** A critical course on planning for and navigating distribution channels to ensure optimal guest experiences.
- **Demo Week & Celebration:** An opportunity to pitch to Ulta Beauty retail merchants and network with investors.

In addition to obtaining the necessary knowledge and financial support needed to grow a business, MUSE participants are surrounded with a network of experienced leaders and other brand founders within Ulta Beauty's brand portfolio, creating impactful connections and relationships that endure beyond the 10-week program.

Each brand receives dedicated mentorship from founders within the Ulta Beauty brand family who have recently been through the early stages of building a brand and can impart meaningful guidance. Each founder generously donates their time and expertise to help shape the next generation of beauty leaders. The MUSE Accelerator mentors for 2025 are:

- Josh Kilmer-Purcell and Brent Ridge, founders, **Beekman 1802**
- Shelby Wild, founder, **California Naturals**
- Jeff Lee, CEO and co-founder, **DIBS Beauty**
- Gina Woods, co-founder and owner, **Donna's Recipe**
- Kevin Gould, co-founder, and Ann McFerran, co-founder and CEO, **Glamnetic**
- Nils Johnson, co-founder, **Good Molecules**

- Alicia Yoon, founder and CEO, **Peach & Lily**
- Bryan Edwards, co-founder, **Snif**

“This program is another example of where Ulta Beauty is truly leading in both thought and action in our competitive industry,” said Jeff Lee, CEO and co-founder of DIBS Beauty and 2025 MUSE Accelerator mentor. “As founders, we all know that mentorship is table stakes – it’s sponsorship that takes your business to the next level and community that sustains your brand's core. The MUSE Accelerator provides a once-in-a-lifetime opportunity for all of these key elements to come together for truly deserving brands, with resources all of us wish we had when we were starting out. It's about encouraging innovation with both a welcoming environment and rigorous standards, while also providing an opportunity for mentors to stay up to date and even refresh our own visions and strategies.”

Cohort members also receive mentorship and insight from Ulta Beauty experts across the company, along with industry leaders from BeautyMatter, Métier Creative, Coefficient Capital, Raindrop Agency and Be Bold Group – who each bring critical experience and advice for nurturing brand development and long-term success.

To learn more, visit <http://www.ulta.com/muse-accelerator>.

About Ulta Beauty

Ulta Beauty (NASDAQ: ULTA) is the largest specialty beauty retailer in the U.S. and a leading destination for cosmetics, fragrance, skincare, haircare, wellness and salon services. Since opening its first store in 1990, Ulta Beauty has grown to approximately 1,500 stores across the U.S. and redefined beauty retail by bringing together *All Things Beauty. All in One Place®*. With an expansive product assortment, professional salon services and its beloved Ulta Beauty Rewards loyalty program, the company delivers seamless, personalized experiences across stores, Ulta.com and the Ulta Beauty App – where the possibilities are truly beautiful. Ulta Beauty is also expanding its presence internationally through a joint venture in Mexico, a franchise in the Middle East, and its subsidiary, Space NK, a luxury beauty retailer operating in the U.K. and Ireland. For more information, visit www.ulta.com.

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Ulta Beauty Media Contact:

Crystal Carroll

Senior Director, Public Relations

ccarroll@ulta.com

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