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# Ulta Beauty Launches New Online Community Platform and Wellness Initiatives to Celebrate World Mental Health Day

BOLINGBROOK, III.--(BUSINESS WIRE)-- Ulta Beauty, the nation's largest beauty retailer, is proud to announce the launch of its new digital platform, **Ulta Beauty Community**, alongside two innovative wellness initiatives expanding on the company's brand equity platform, The Joy Project: [The Joy Hub](#), a vibrant space delivering feel-good content from the Ulta Beauty Joy Council, and [The Joy Of...](#), a new podcast exploring the intersection of beauty and joy. These exciting initiatives underscore the retailer's ongoing commitment to making beauty and joy more accessible for all, while fostering an inspiring destination for connection, self-care, and holistic well-being.

Ulta Beauty has always believed in the transformative power of beauty to bring to life the possibilities that lie within everyone. Now, with the introduction of these groundbreaking initiatives, the company is building upon its mission to embrace the critical connection between beauty, wellness, and joy, while highlighting the important role community plays in nurturing mental and emotional well-being.

"At Ulta Beauty, we believe in the power of community, and we are proud to be a place where everyone can explore and celebrate the world of beauty together," said Michelle Crossan-Matos, chief marketing officer at Ulta Beauty. "As beauty and mental health are deeply connected, we're launching these initiatives on World Mental Health Day, to inspire people to think about beauty as a holistic experience that nurtures both the mind and body—and community as a forum for finding and sharing joy in their everyday lives."

On October 10, in celebration of World Mental Health Day, Ulta Beauty Community, The Joy Hub and *The Joy of...* podcast will officially debut on [ulta.com](#), welcoming all to join.

- **Ulta Beauty Community** is an inclusive digital space allowing beauty enthusiasts to share personal stories, beauty routines, and self-care tips, while gaining access to expert advice and exclusive content from industry leaders. With four groups – **Makeup is Magic**, **Skincare>Everything**, **Love is in the Hair** and **Haul Yeah!** – Community members can post content, upload photos, and share in the joy of beauty discovery.
- **The Joy Hub**, sitting at the heart of Ulta Beauty's community efforts, is a dedicated section on [ulta.com](#) that will house expert commentary and content from The Joy Council, a collective of mental health and holistic well-being experts. Featuring inspirational video content that promotes mindfulness and emotional well-being, The

Joy Hub is designed to provide people with the tools they need to cultivate joy in their daily lives.

- ***The Joy Of...*** podcast series will feature inspiring interviews with some of beauty's leading voices along with industry experts, influencers, and mental health advocates. Hosted by Michelle Crossan-Matos and Crystal Carroll, head of PR at Ulta Beauty, each episode will explore the unique ways beauty and joy intersect in our everyday lives and contribute to overall well-being.

Ulta Beauty invites everyone to become part of the Ulta Beauty Community, explore The Joy Hub, and tune in to *The Joy Of...* podcast. Membership is free, and users can access these resources via Ulta Beauty's website.

### **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 operates more than 1,400 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 <https://www.ulta.com>.

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