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Ulta Beauty Introduces the First-Ever Ulta Beauty Roster, Announcing Its Biggest Investment in Women's Sports

In honor of National Girls and Women in Sports Day, the retailer is teaming up with six powerhouse athletes to showcase how the possibilities are beautiful to young women across the country

BOLINGBROOK, Ill.--(BUSINESS WIRE)-- Ulta Beauty (NASDAQ: ULTA) today announced the introduction of its Ulta Beauty Roster, a collective of professional female athletes who embody confidence and resilience in and beyond the game. In honor of National Girls and Women in Sports Day, Ulta Beauty is reinforcing its commitment to help girls stay in the game by uniting these accomplished women as role models, dedicated to creating a future where every young woman feels empowered to unlock their limitless potential.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260204769976/en/>

The beauty retailer selected six athletes across a mix of established and emerging sports including basketball, tennis, soccer, volleyball, flag football, and pickleball, to serve as a diverse representation of how beauty in sports isn't just cosmetic—it's a catalyst to achieve what's possible. Through a mix of omnichannel marketing and engaging digital content, these six athletes will help Ulta Beauty redefine sports through the lens of beauty and empowerment, sharing the beauty routines and rituals that give them confidence, giving back to local communities nationwide, and inspiring young girls and athletes to follow suit.

"As women's sports continue to redefine what strength looks like, beauty has become an integral part of how athletes express their confidence, identity, and authenticity. We created the Ulta Beauty Roster because these incredible women embody the transformative power of both sport and beauty," said Kelly Mahoney, Chief Marketing Officer for Ulta Beauty. "They show us that peak performance isn't just about physical strength, but about the mental strength and unwavering confidence that comes from embracing who you are. Through this initiative, we're not only celebrating their remarkable achievements but also inspiring the next generation to see that when we bring together beauty and athleticism, the possibilities are beautiful."

Meet the Ulta Beauty Roster

- **Anna Leigh Waters:** At just 19 years old, Anna Leigh Waters is the youngest, most decorated professional pickleball player in history. She is the current World #1 in Singles, Doubles, and Mixed Doubles, as well as a 176x Medalist on the PPA Tour,

and she has been breaking the glass ceiling of pay equity by outearning both male and female pickleball pros. Anna Leigh trains with her mom and coach, fellow professional pickleball athlete Leigh Waters.

- **Dearica Hamby:** Los Angeles Sparks forward Dearica Hamby is a 31-year-old basketball star known for her incredible resilience and dynamic athleticism. She is a 3x WNBA All-Star, 2x WNBA Sixth Woman of the Year, 2022 WNBA Champion and Olympic Bronze Medalist, who also plays for Vinyl BC in the 3v3 Unrivaled league, but nothing has been more rewarding than her role as a mom of two. Dearica uses her voice to advocate for support for working mothers and leads by example for female athletes all across the country.
- **Emma Navarro:** Emma Navarro is a 24-year-old Women's Tennis Association (WTA) champion who reached a career-high Singles Ranking of World No. 8 in 2024 and has earned two Singles titles on the WTA Tour. Known for her consistency, work ethic, and competitive mindset, Emma continues to establish herself as one of the top players in the game.
- **Madisen Skinner:** A 3x NCAA Champion and the inaugural LOVB Champion & Finals MVP in 2025 at just 24 years old, Madisen Skinner is a highly decorated volleyball player who currently plays for LOVB Austin. She's a huge fan of all things beauty and has also openly discussed her struggles with pressure, confidence, and self-love as a top-ranked athlete, making her a relatable role model.
- **Midge Purce:** Midge Purce is a Gotham FC & USWNT forward who in the past 3 years was named to Adweek's 2025 Most Powerful Women in Sports & Forbes 30 Under 30 (Sports), was a key player in Gotham's 2023 & 2025 NWSL Championship wins, including being the 2023 NWSL Finals MVP, and has modeled for Sports Illustrated Swimsuit. Midge is also the co-founder of the Black Women's Player Collective (BWPC), CEO & founder of The Offseason Inc, and podcast host & executive producer. By the age of 30, she's become a dominant player on and off the field, actively shaping the future—and expanding the possibilities—of women's sports.
- **Vanita Krouch:** Vanita Krouch is a 3x IFAF Flag Football World Champion with an overall USA record of 50–3. She is the quarterback of the U.S. National Women's Flag Football Team, earned two Silver Medals at The World Games in 2022 & 2025, and served as the Offensive Coordinator for the NFC at the 2023 NFL Pro Bowl. Vanita is a pioneer in empowering female athletes, launching a youth flag football camp in Texas, conducting clinics, and serving as a spokesperson for Texas Girls' High School Flag Football.

Introducing the Roster for Change Grants

As part of the Ulta Beauty Roster initiative, Ulta Beauty will launch the first annual Roster for Change grant program, designed to provide critical support to local communities and sports organizations in need. This grant program aims to address the alarming rate at which girls drop out of sports by offering targeted, on-the-ground assistance tailored to each winner's specific needs, including funding for participation fees, equipment, team transportation, facilities upgrades, amenities in locker rooms and more. Roster for Change grant applications will be accepted at UBRoster.com starting in late February.

Discover Ulta Beauty Cards

Fans will also be able to explore Ulta Beauty Cards, digital trading cards featuring the six

Ulta Beauty Roster athletes. Unlike conventional trading cards, which focus on performance data, Ulta Beauty Cards celebrate the deeper attributes that drive athletic success, like confidence, self-expression, tenacity, and strength. Dedicated social cards for each athlete will highlight their “powers” and essential beauty products from Ulta Beauty to both honor their achievements and serve as a product discovery platform, introducing fans to their high-performance beauty essentials.

To learn more about the Ulta Beauty Roster and Roster for Change grant program, visit UBRoster.com.

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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