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Ulta Beauty Announces Strategic Mission Focused on Well-Being for Women and Teens

Ulta Beauty Charitable Foundation will expand its social impact nationally, committing more than \$3 million in 2024 to nonprofit partners focused on mental health and well-being

BOLINGBROOK, Ill.--(BUSINESS WIRE)-- The Ulta Beauty Charitable Foundation, a 501(c)(3) affiliated with the nation's largest beauty retailer, is on a mission to support the holistic well-being of women and teens. As part of its ongoing commitment to championing joy and using the power of beauty as a force for good, the foundation and its nonprofit partners aim to support well-being by providing resources to help increase confidence, improve physical health and create a sense of belonging for women and youth.

Since 2016, the Ulta Beauty Charitable Foundation has donated more than \$61 million to improve the lives of women and families. Inspired by the deep connection between beauty and well-being – 65% of consumers believe that the beauty category is significantly connected to wellness¹ – the foundation is enhancing its mission to focus on partners and giving opportunities that strategically align with holistic well-being, empowering women and teens to build coping skills, healthy bodies, and supportive relationships.

"Well-being and beauty are intrinsically connected and fundamental to who we are as a company," said Jodi Caro, general counsel, chief risk & compliance officer at Ulta Beauty. "More than 91% of our associates and the majority of our guests are women; we're also seeing teens engaging with beauty early on. As the largest beauty retailer in the U.S., we have the power to help shape how young people experience beauty and a responsibility to ensure women and teens have access to the resources and support they need to nurture their holistic well-being inside and out."

To advance its well-being efforts, the Ulta Beauty Charitable Foundation is launching a national fundraising campaign across its stores benefitting Big Brothers Big Sisters (BBBS) and donating more than \$1 million in 2024 to national nonprofit partners focused on well-being, including The Jed Foundation, Active Minds and Girls Inc. To reach all communities including BIPOC and LGBTQ+ communities, the foundation is also donating \$2 million to nonprofit partners that focus on well-being efforts specific to these communities. The Ulta Beauty Charitable Foundation will also continue its longstanding support for the Breast Cancer Research Foundation (BCRF) through monetary and in-kind donations, and an in-store fundraising program.

New and Expanded Nonprofit Partnerships in 2024 Focused on Well-Being

- **The Ulta Beauty Charitable Foundation is expanding its relationship with Big Brothers Big Sisters (BBBS) to become its national well-being partner and is launching a national point-of-sale donation campaign to bring mental health resources to youth across the country.** From May 19 through June 15, guests will have the opportunity to donate to BBBS in Ulta Beauty stores. The donations will be used to help activate Youth Discovery & Wellness resources in 2024, which will reach children and teens (“Littles”) in the program with resources for self-care, self-expression, and self-discovery. To kick off the partnership, Ulta Beauty associates packed 2,000 health & wellness kits at the company’s Field Leadership Conference in April, which will be distributed to BBBS Littles.

“We are thrilled to partner with the Ulta Beauty Charitable Foundation to create more youth-focused wellness initiatives that promote self-care, self-expression and self-discovery,” said Big Brothers Big Sisters of America President and CEO, Artis Stevens. “In a time where the mental health challenges young people face are increasingly complex, mentorship has proven to be an important part of their overall well-being by helping them reach their potential and lead fulfilling lives. Our approach, which puts youth at the center, relies on the support of communities working together, and partnerships like this one to create a better world through the power of mentorship.”

- **The Ulta Beauty Charitable Foundation is issuing \$1 million in grants to national nonprofit partners focused on mental health and holistic well-being.**
 - **The Jed Foundation:** The foundation’s grant will bring the organization’s evidence-based mental health and suicide prevention model to 3-4 local community-based youth-serving organizations in 2024-2025.
 - **Active Minds:** The foundation’s grant will expand Active Minds’ youth-led mental health programs to 300 new schools through a comprehensive high school curriculum, an online mental health resource hub, and leadership development initiatives, aiming to empower students as mental health champions and foster inclusive communities nationwide.
 - **Girls Inc.** The foundation’s grant will support the organization’s Mind + Body Toolkit – a programming resource delivering holistic wellness tools engaging girls around the topics of mental health, confidence, and healthy living.

Enhancing Well-Being Among Ulta Beauty Associates

Ulta Beauty is committed to offering company associates year-round support and resources to enhance their well-being and opportunities for success, including financial wellness planning and guidance resources, annual memberships to a meditation tool and training on wellness, mindfulness, and inclusion.

Ulta Beauty believes that giving back has a significant impact on associate engagement and connectedness. The Ulta Beauty Charitable Foundation offers year-round volunteer opportunities for associates who are passionate about giving back to their communities. These opportunities enable Ulta Beauty associates to engage with nonprofit partners and lend expertise, mentoring and support to women and teens based on local needs.

Beyond giving back to the communities we serve, the Ulta Beauty Charitable Foundation offers an Associate Relief Fund, to ensure Ulta Beauty associates have access to financial support in times of need. In 2023, the foundation facilitated grants to hundreds of associates

coping with challenges including domestic violence, serious illness or injury, or damage to homes or autos from natural disasters.

To learn more about the Ulta Beauty Charitable Foundation, please see our 2023 ESG Report: <https://www.ulta.com/investor/esg>.

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 1,350 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>.

About the Ulta Beauty Charitable Foundation

Ulta Beauty Charitable Foundation (UBCF) is the philanthropic arm of Ulta Beauty, and a 501(c)(3) organization committed to making a positive impact by supporting the well-being of women and teens in under-resourced communities in the U.S. and beyond. For more information, visit <https://www.ulta.com/company/corporate-responsibility/community>.

¹ Kenett, Yoed N., et al. "Beauty and Wellness in the Semantic Memory of the Beholder." *Frontiers in Psychology*, vol. 12, 5 Aug. 2021, <https://doi.org/10.3389/fpsyg.2021.696507>.

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Ulta Beauty Media Contact:

Crystal Carroll

Senior Director, Public Relations

ccarroll@ulta.com

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