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Ulta Beauty Aims to Spread Joy Across Generations With The Joy Council

To address America's joy deficit the beauty retailer taps its inner circle to take its Joy Project to new heights

BOLINGBROOK, III.--(BUSINESS WIRE)-- Ulta Beauty, the nation's largest beauty retailer, today announced the launch of The Joy Council—a continuation of its Joy Project initiative launched last year. Together with world renowned well-being expert and author, Deepak Chopra M.D., Ulta Beauty will help people find, embrace and experience joy in their everyday lives. Chopra, who will serve as Ulta Beauty's honorary Chief of Joy, will lead a council of joy advocates and experts in various fields of wellness to inspire, uplift and motivate people through approachable content and community, making joy more accessible to everyone while underscoring its mission to make beauty a force for good for all.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20240912754198/en/>



Renowned well-being expert and author, Deepak Chopra M.D., serves as Ulta Beauty's Chief of Joy, with Olympic champion and mental health advocate, Laurie Hernandez, certified relationship expert, podcast host and author, Jillian Turecki, and fitness instructor, health coach and motivational speaker, Ally Love joining inaugural Joy Council. (Photo: Business Wire)

“Like beauty, we believe joy should be for everyone, and people want to feel joy now more than ever,” says Michelle Crossan-Matos, chief marketing officer, Ulta Beauty. “The reality is many of us don’t know how or where to find it. At Ulta Beauty, we know joy is often found in the activities we love, the relationships we foster and the

communities we belong to, and it’s our hope, that through the Joy Project and our newly established Joy Council, we will help people see the joy within and around them, so they can share that joy forward.”

As a pioneer in the world of mental, physical and spiritual well-being, Deepak Chopra M.D., brings a wealth of knowledge and expertise to The Joy Council. With a shared passion and personal mission to foster joy, and over 30 years at the forefront of the meditation and whole

health movement, Chopra will share his best practices with consumers through custom content, exclusively for Ulta Beauty.

"Joy is the only measure of success," says Chopra. "It is associated with gratitude, empathy, compassion and love, and opens the door to well-being and abundance. I am delighted to be working with Ulta Beauty as The Joy Project is fully aligned with my life's work. Together we can reach a critical mass of people for a more peaceful, just, sustainable, healthier and joyful world. It is the most urgent need of our times."

Ulta Beauty agrees. In 2023, the retailer conducted research that revealed a joy deficit plaguing American teens and adults. Acknowledging the inner critic and negative self-talk as the number one barrier to joy, Ulta Beauty launched The Joy Project in an effort to arm its more than 55,000 associates with the tools to silence their inner critic and help guests do the same. Now, with new research unveiling joy as a common thread among beauty enthusiasts of all ages, 94% who agree that feeling joy is essential to the wellbeing of everyone, Ulta Beauty is helping people achieve joy by turning the focus to their inner circle. Leveraging the power of its vast community, the retailer introduced chapter two of the Joy Project inviting guests, influencers, associates and brand partners to join them in creating the world's longest compliment chain across social media and within its stores. In this next phase, Ulta Beauty is building upon that momentum by enlisting relatable joy advocates to help guide guests on their journey in the areas that matter most.

In addition to Deepak Chopra M.D., the council includes renowned fitness instructor, health coach and motivational speaker Ally Love, certified relationship expert, podcast host and author, Jillian Turecki, and celebrated Olympic champion and mental health advocate, Laurie Hernandez, who together will reach millions of people with their unique perspective on joy and the tools and motivation to claim it through routines, passions and connections. Joy Council members will create exclusive content, tips and insights centered around joy to be shared across Ulta Beauty's owned channels, and ultimately a joy hub on [ulta.com](https://www.ulta.com), allowing access to the content all in one place. Content will celebrate the beauty of joy and the various pathways to embrace it, such as 21 Days of Joy Mantras from Deepak Chopra M.D., joyful movement and mindset practices, and tips on finding joy through relationships, self-care and self-expression, among others.

For more information about The Joy Project, visit www.ulta.com/company/about-us/joy-project, and follow along Ulta Beauty's social platforms for Joy Council updates and more.

About Ulta Beauty:

At Ulta Beauty (NASDAQ: ULTA), the possibilities are beautiful. Ulta Beauty is the largest specialty 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 1,411 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.

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Crystal Carroll
Senior Director, Public Relations
ccarroll@ulta.com

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