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Conscious Beauty at Ulta Beauty™ Educates, Guides & Simplifies Product Choices

Holistic Initiative Offers Guests Greater Transparency and Choice Across Five Pillars

BOLINGBROOK, Ill.--(BUSINESS WIRE)-- Ulta Beauty, the nation's leading beauty retailer, launched Conscious Beauty at Ulta Beauty™ in all stores and on [ulta.com](https://www.ulta.com) this week. The first-of-its-kind, holistic initiative focuses on delivering transparency to inspire more informed, conscious product choices for guests, their loved ones and the environment.

Ulta Beauty's proprietary research shows an overwhelming 75% of consumers wish it were easier to know which products are truly clean while 63% of clean buyers state "safer for the planet" options are somewhat or very important¹. Conscious Beauty at Ulta Beauty directly addresses these needs with established criteria to certify brands across five pillars, making it the most comprehensive program of its kind in the beauty industry.

"The introduction of Conscious Beauty at Ulta Beauty reflects the incredible value we place on listening to our guests. We consistently work to answer their evolving desires and with this holistic effort, we're aligning beauty choices with their personal values," said Dave Kimbell, president of Ulta Beauty. "The nationwide launch of this platform delivers a unique and holistic way to empower guests on their respective wellbeing and consciousness journeys."

Conscious Beauty at Ulta Beauty will include many beloved brands including, but not limited to Tula, Beekman 1802, Pacifica, Juice Beauty, KVD Vegan Beauty, Fekkai, Tarte, Mad Hippie, Kreyol Essence and Ulta Beauty Collection as certified options available within the program's five pillars:

- **Clean Ingredients:** Excludes parabens, phthalates, and other ingredients on Ulta Beauty's *Made Without List*
- **Cruelty Free:** Accepts Peta, Leaping Bunny, or Choose Cruelty Free certifications for brands that do not conduct animal testing
- **Vegan:** Created without animal products, by-products or derivatives
- **Sustainable Packaging:** To qualify, at least 50% of a brand's packaging must be made from bio-sourced or recycled materials, or be recyclable or refillable, contributing towards Ulta Beauty's pledge to ensure at least 50% of all packaging sold will be sustainable by 2025.
- **Positive Impact:** Highlights brands that have giving back at their core

The launch marks the official release of [Ulta Beauty's Made Without List](#), the ingredient

standard used to certify brands under the Clean Ingredients pillar, which was developed with consideration for the human and environmental health impact of ingredients. Beginning in 2021, guests will find in-store and online guidance to easily identify clean products that comply with the list.

The company also established the Conscious Beauty Advisory Council, a coalition of experts at the forefront of clean beauty, product development, packaging sustainability and brand leadership who will ensure ongoing accountability and perspective to inform, shape and define the program's evolution. The Council consists of the following leaders:

- Karen Behnke, founder and CEO, [Juice Beauty](#)
- Brook Harvey-Taylor, founder and CEO, [Pacifica](#)
- Annie Jackson, co-founder and COO, [Credo Beauty](#)
- Maureen Kelly, founder and CEO, [Tarte](#)
- Dr. Roshini Raj, founder, [Tula](#)
- Dr. Brent Ridge, co-founder, [Beekman 1802](#)
- Scott Schienvar, vice president of operations, [L'Oréal](#)
- Tom Szaky, CEO and co-founder, [TerraCycle](#)

To further evolve its clean beauty offering for guests, Ulta Beauty has collaborated with clean beauty pioneer, Credo Beauty, to introduce the Credo Collection at Ulta Beauty in tandem with the launch of Conscious Beauty. The curated collection will initially feature eight clean beauty brands available in select stores and online. Credo's co-founder and CEO, Annie Jackson, is part of the Conscious Beauty Advisory Council.

Guests can explore Conscious Beauty at Ulta Beauty in stores nationwide or visit www.ulta.com/conscious-beauty to see the full assortment of certified brands across the cosmetics, skincare, hair, bath and body categories, or filter by Clean Ingredients, Cruelty Free and Vegan on the Ulta Beauty app.

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 has grown to become the top national retailer offering the complete beauty experience.

Ulta Beauty brings possibilities to life through the power of beauty each and every day in our stores and online with more than 25,000 products from approximately 500 well-established and emerging beauty brands across all categories and price points, including Ulta Beauty's own private label. Ulta Beauty also offers a full-service salon in every store featuring hair, skin, brow, and make-up services.

Ulta Beauty is recognized for its commitment to personalized service, fun and inviting stores and our industry-leading Ultimate Rewards loyalty program. Ulta Beauty operates 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.

¹ Ulta Beauty Clean Beauty quantitative research, April 2019

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