



# DIVERSITY-FORWARD, HUMAN-FIRST

## HOW INSIGHTS STRENGTHEN ULTA BEAUTY'S DE&I EFFORTS

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# Consumers

At the center





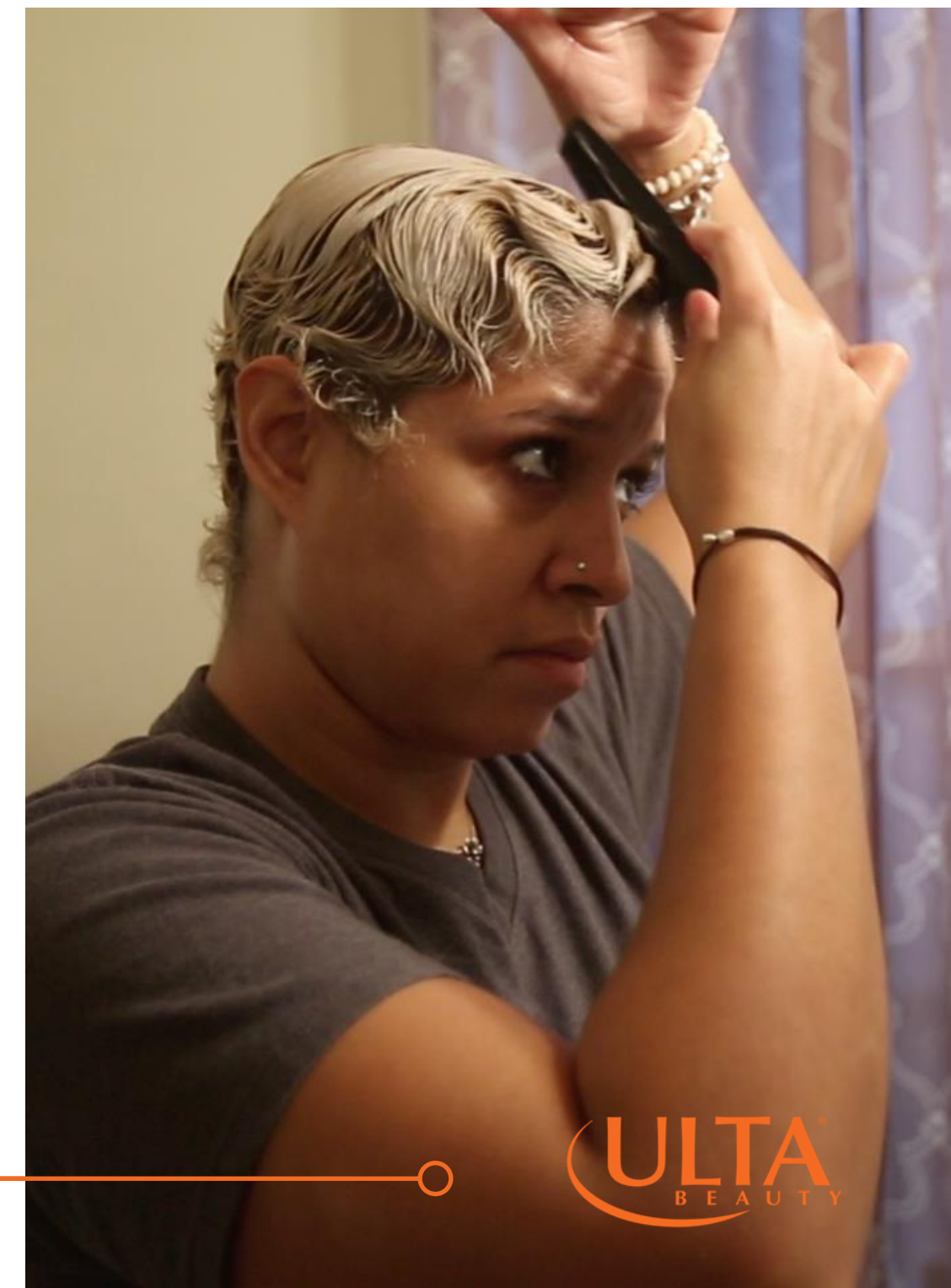
*insights*  
now and why



*foresights*  
preparing for the future



# *What makes someone a Beauty Enthusiast?*



***Beauty*** is truly  
powerful  
but it's a ***dual force***  
of both good and  
harm.

1/3

of Black Beauty  
Enthusiasts felt left out  
by the beauty industry

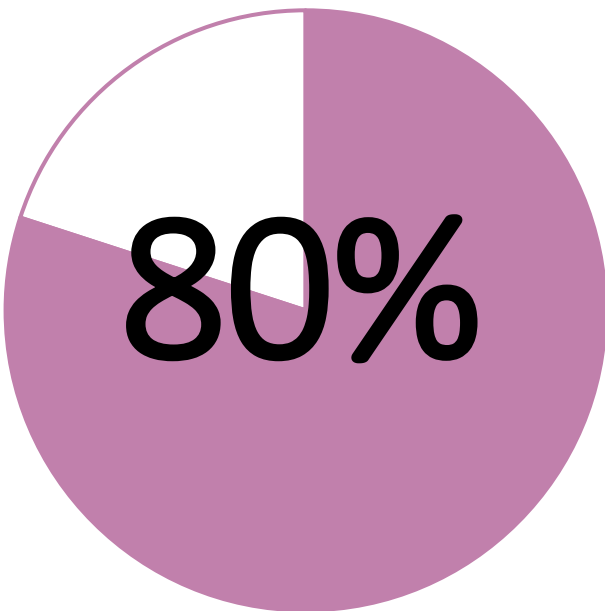


Magnify Uplift Support Empower

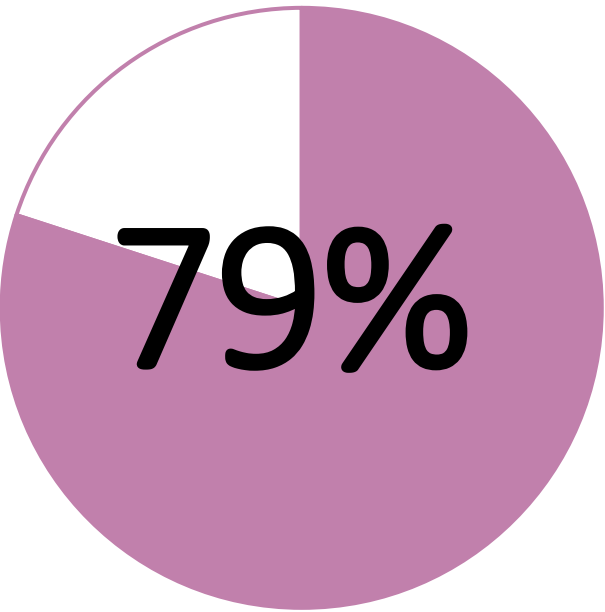
Magnify, Uplift,  
Support and Empower  
Black voices

# Brands & Businesses Have a Responsibility

How we conduct business matters.



Expect businesses to have a positive impact on society/ environment



Agree “Companies that make sincere efforts to be part of or invest in my community deserve my loyalty”

We are on a mission.

To eradicate the narrow definitions and old standards of beauty, in order to:

Widen the lens of the expanding world of beauty, *so we can all benefit.*







Inspire us all to **reclaim our beauty** – and *on our own terms.*



## Diversity, Equity & Inclusion

We believe beauty is for everyone. As an industry leader, we're committed to creating a more inclusive world using the power of beauty and bringing to life the possibilities that lie within everyone.

# *Diversity, Equity & Inclusion* are at the heart of what we stand for

-  We aspire to be **beauty at its most inclusive**.
-  We feel a responsibility to **shape how the world sees** and experiences beauty.
-  We take actions to **create a ripple effect** and believe we can affect real change by leading the way.
-  We must **make beauty welcoming and accessible**, respecting and representing every guest, in order to unleash its power to transform.

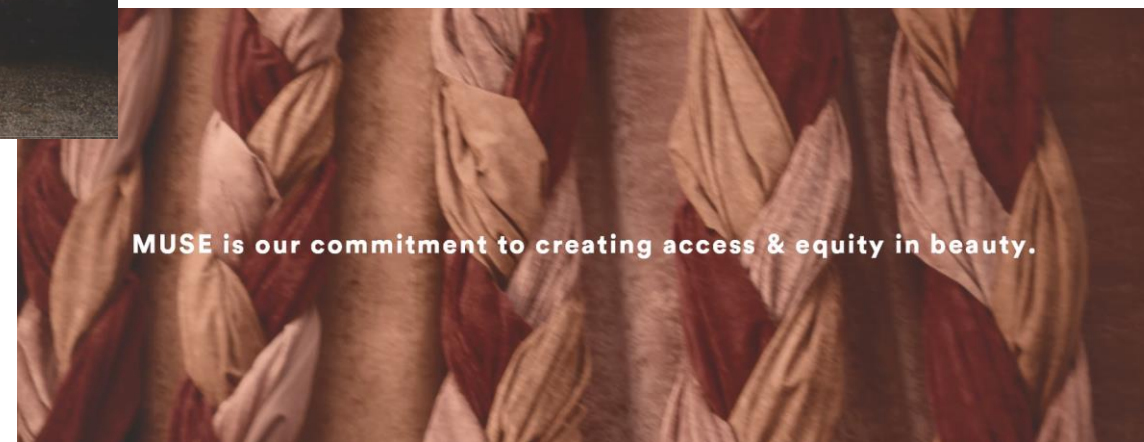


**We measure experiences in order to**

*drive action.*

# Action Towards Connection

The MUSE campaign is our commitment to creating access and equity in beauty. To ensure the tv ad depicted the right theme / tone, preliminary testing was done



*I like seeing the representation. It makes me feel a part of the Ulta community*

*Ulta celebrates Black women.*

*In the 70's, we used to have a saying 'Black is beautiful.' This is the 21st century version of that. Very elegant and sophisticated*

The tone of empowering, inclusive and authentic is coming through for viewers, particularly among Black Beauty Enthusiasts

Which word(s) best fit(s) your idea of this ad?

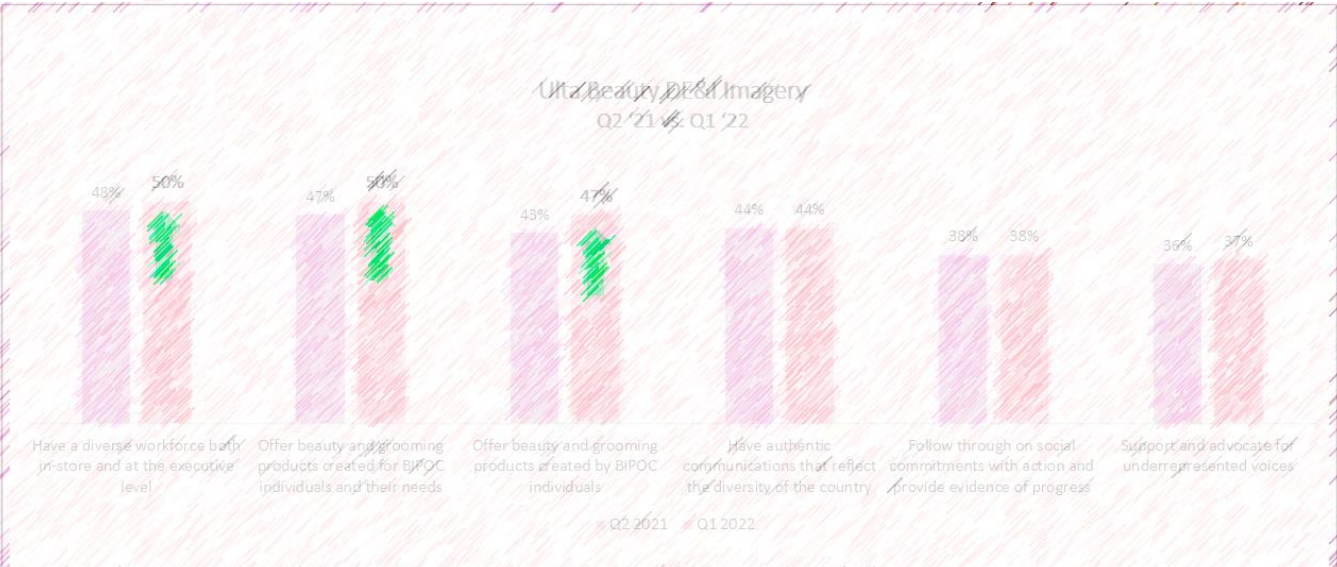
	Black Beauty Enthusiasts	Non-Black Beauty Enthusiasts
Empowering	↑	✓
Inclusive	↑	✓
Inspirational	↑	✓
Authentic	↑	✓

The MUSE ad is giving Black Beauty Enthusiasts a new idea of Ulta Beauty

*It made me so happy. It's nice to see a national beauty chain outwardly embrace black beauty and support it. As a black woman, I appreciate this so much.*

# Ongoing Measurement to Act

## BRAND TRACKER



Ulta Beauty DE&I Imagery by cohort Q2 '22

	Q1 '22	Ethnicity / Racial Background				Generation			
		Black	Hispanic	Asian	Latino/Latina	Gen Z	Millennials	Gen X	Boomers
Offer beauty and grooming products created by BIPOC individuals	52%	52%	44%	44%	45%	56%	39%	39%	39%
Offer beauty and grooming products created for BIPOC individuals and their needs	52%	52%	50%	47%	47%	50%	41%	40%	40%
Have authentic communications that reflect the diversity of the country	46%	46%	45%	42%	42%	50%	42%	36%	36%
Have a diverse workforce both in-store and at the executive level	45%	45%	47%	49%	49%	54%	46%	45%	45%
Follow through on social commitments with action and provide evidence of progress	39%	39%	40%	38%	38%	40%	32%	29%	29%
Support and advocate for underrepresented voices	30%	30%	31%	35%	35%	39%	24%	27%	27%

Ulta Beauty DE&I Imagery by retailer Q2 '22

	Ulta Beauty	Sephora	Tarjex	Macy's	Walmart	Walmart	Amazon.com
Have a diverse workforce both in-store and at the executive level	50%	45%	45%	46%	46%	46%	31%
Offer beauty and grooming products created for BIPOC individuals and their needs	52%	44%	42%	32%	34%	40%	43%
Offer beauty and grooming products created by BIPOC individuals	52%	39%	37%	23%	27%	38%	40%
Have authentic communications that reflect the diversity of the country	46%	30%	40%	24%	26%	46%	50%
Follow through on social commitments with action and provide evidence of progress	39%	36%	32%	32%	36%	39%	44%
Support and advocate for underrepresented voices	30%	25%	29%	29%	31%	28%	39%

## MONITOR ALL LEVELS

TOTAL MARKET TREND

ACROSS CONSUMER AUDIENCES

ACROSS COMPETITIVE SET

# *Keys to success...*

- ✓ Scale commitments to all parts of our business
- ✓ Remaining transparent
- ✓ Remaining accountable



thanks

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