

ULTA[®]
BEAUTY 1000 Remington Blvd.
Ste 105
Bolingbrook, IL 60440



the possibilities are beautiful.



WK03-20A
Prices guaranteed 2.16.20 through 3.7.20 unless otherwise noted.
Coupons, discounts and other promotional offers may not be
combined. Item selection may differ by store. Regular prices may
vary locally on certain items. We reserve the right to limit

Please deliver Wed. 2.12.20–Fri. 2.14.20
PRSR-STD
US Postage Paid
ULTA

DevaCurl[®]

for all curlkind

No-Poo[®] Original
12 oz. \$24 | 2302319
One Condition[®]
Original 12 oz.
\$24 | 2302326



+ free gift*

4-piece gift with a \$30
DevaCurl purchase. \$45
value. Includes: No-Poo
Original 3 oz., One
Condition Original 3 oz.
& Styling Cream 3 oz.



100%
SULFATE
PARABEN
SILICONE
FREE

*One per customer. While quantities last.



\$3.50
OFF

ANY QUALIFYING PURCHASE OF
\$15 OR MORE, IN-STORE OR ONLINE
Coupon Valid 2.16.20 - 3.7.20

SHOP ONLINE at ulta.com, enter the coupon code 835294 in
the space provided in your shopping bag and click “apply.”
+Excludes salon and Benefit Brow Bar services, fragrance, prestige brands
of cosmetics, skincare and bath, some prestige brands of haircare and nail,
Dyson, Beauty Steals[®], Beauty Deals[™] and clearance. For a complete list of
these excluded brands, go to ulta.com/coupons or see associate in store.
Cannot be redeemed for cash or gift cards. This offer cannot be combined
with any other Ulta Beauty coupon offer. Not valid on prior purchases. Limit
one per customer. Void if copied or transferred and where prohibited by law.
©2020 ULTA Salon, Cosmetics and Fragrance, Inc.

ULTA[®]
BEAUTY

SEE INSIDE FOR
spring
TRENDS, TIPS
& NEW LAUNCHES

here
first



+ free gift*

Deluxe Better Than Sex Mascara
with any \$35 Too Faced purchase.

*One per customer. While quantities last.

Too Faced
BORN THIS WAY

Born This Way The Natural Nudes
Complexion-Inspired Eye Shadow Palette \$45 ea | 2560720
Born This Way Turn Up The Light Complexion-Enhancing
Highlighting Palette \$42 ea | 2560722 | Available in 4 shades

the possibilities are beautiful.

Sunday 2.16.20 – Saturday 3.7.20

APPLY TODAY
FOR THE ULTIMATE REWARDS®
CREDIT CARD TO GET A
FREE *gift**
IN STORE ONLY



PLUS GET
20% off
all products
& services

on your first Ulta Beauty
purchase with your Ultimate
Rewards® credit card**

OVER \$44 VALUE

Beauty Bag Includes:

DERMLOGICA Deluxe Precleanse Balm, **KATE SOMERVILLE** Deluxe ExfoliKate Intensive Treatment, **PHILOSOPHY** Deluxe Renewed Hope in a Jar Peeling Mousse, **BAREMINERALS** Deluxe Prime Time Original Primer, **INVISIBOBLE** Original Hair Ring

See store associate for details.

*Offer limited to 1 free item. Available while supplies last. Valid one time only.
No substitutions allowed.

**Subject to credit approval. Valid one time only. Duplicate offers will not be accepted.
Excludes gift cards and prior purchases.

Ultimate Rewards® Credit Card Accounts are issued by Comenity Capital Bank.
Ultimate Rewards® Mastercard® Credit Card Accounts are issued by Comenity Capital Bank pursuant to a license from Mastercard International Incorporated. Mastercard and the Mastercard Brand Mark are registered trademarks of Mastercard International Incorporated.

shop beauty in so many ways

**ulta
beauty app**

Shop, track your points,
get your offers & try on
looks virtually.

**buy online &
pick up in store**

Beauty in an instant.
Fast, easy, totally free.

**from our store
to your door**

Can't find it on the
shelf? We'll ship it to
you for free.***

***Except in Hawaii and Alaska, where shipping fees may apply. Ask a store associate for details.

TIME TO GET INTO A

**spring state
of mind**

**BEAUTY IS A MOOD.
AND HERE'S THE
THING: IT'S ALL ABOUT
MATCHING BEAUTY
TO YOUR VIBE. POPS
OF NEON, SOFT
NEUTRALS, PASTELS
OR EARTH TONES –
OR ALL OF THE ABOVE.
REFRESH YOUR STASH,
GET INSPIRED
AND READ ON FOR
MORE TIPS.**

GO AHEAD
explore more
online & shop
at **ulta.com**



SPRING MOOD
**bold &
daring**

@safai305

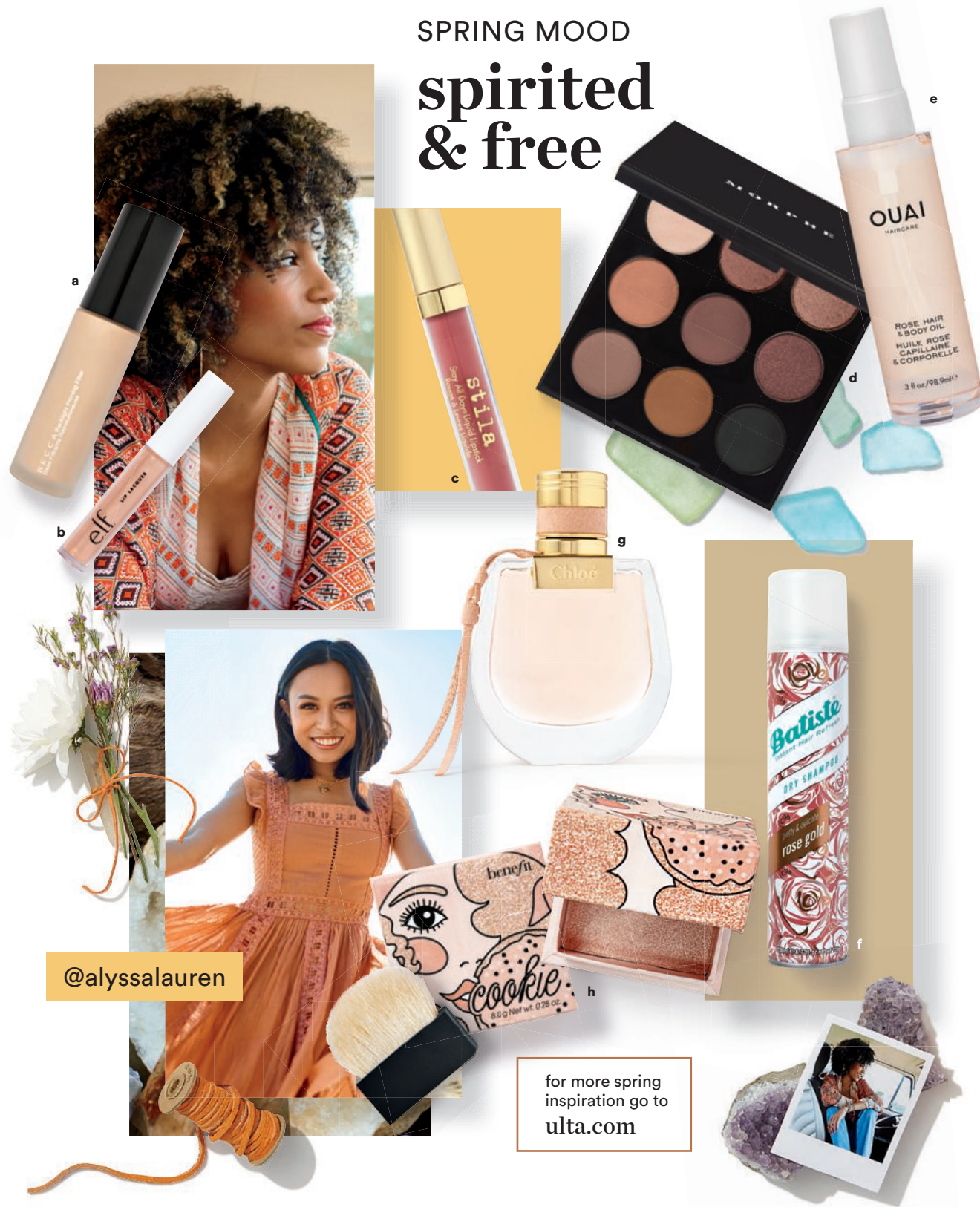


for more spring
inspiration go to
ulta.com

a. PATTERN Leave-In Conditioner 9.8 oz. \$25 | 2552737, **b. MAC** Mineralize Blush in Gentle \$30 | 2519160
c. ULTA BEAUTY COLLECTION only here Powder + Angled Blush Brush \$14 | 2556986, **d. PETER THOMAS ROTH** Mask-Erase 5 Pc Mask Kit
\$19 | \$35 value | 2554458, **e. REVOLUTION BEAUTY** only here Forever Flawless Birds of Paradise Eyeshadow Palette \$15 | 2560365
f. CHINA GLAZE Nail Lacquer \$7.50 ea, **g. BEAUTYBLENDER** The Original Beautyblender \$20 | 2530759
h. KYLIE COSMETICS High Gloss in 'Yesss Girl' \$16 | 2541618

SPRING MOOD

spirited
& free



@alyssalauren

for more spring
inspiration go to
ulta.com

a. BECCA Backlight Priming Filter \$39 | 2291329, b. E.L.F. Lip Lacquer \$3 | 2558531
c. STILA Stay All Day® Liquid Lipstick in Patina \$22 | 2253684, d. MORPHE [only here](#) 9T Neutral Territory \$12 | 2552487
e. OUAI Rose Hair and Body Oil 3 oz. \$32 | 2559062, f. BATISTE Rose Gold Dry Shampoo - Pretty & Delicate 6.73 oz. \$8.99 | 2520184
g. CHLOÉ Nomade EDP 2.5 oz. \$132 | 2523545, h. BENEFIT COSMETICS Cookie Powder Highlighter \$30 | 2550015

SPRING MOOD

bright &
dreamy



@indiabatson

for more spring
inspiration go to
ulta.com

a. BECCA Pearl Glow Luster Glow Powder in Pure Pearl \$38 | 2559161, b. GIORGIO ARMANI Si Fiori EDP 3.4 oz. \$126 | 2548830
c. TRULY Unicorn Fruit Body Butter 4 oz. \$20 | 2555587, d. COLOURPOP [only here](#) Just A Tint Lip Crayon \$7 | 2555765
e. LIME CRIME Venus III Pressed Powder Palette \$38 | 2529067 | Available at select Ulta Beauty locations and ulta.com
f. PUREOLOGY Hydrate Shampoo 8.5 oz. \$30 | 2241024, g. ST. TROPEZ Whipped Marshmallow Bronzing Mousse 6.7 oz. \$42 | 2559665
h. PEACH & LILY [only here](#) Super Reboot Resurfacing Mask 2.7 oz. \$43 | 2532643

@laurascottandco

a. URBAN DECAY Stay Naked Threesome 3-In-1 Bronze, Highlight, Blush Palette in Naked \$36 | 2556533, **b.** TARTE™ Sugar Rush™ Bee You Eyeshadow Palette \$27 | 2556476, **c.** IT BRUSHES FOR ULTA Airbrush Precision Shadow Brush #112 \$13 | 2274500, **d.** CLINIQUE Dramatically Different Moisturizing Lotion+ 4.2 oz. \$28 | 2261902, **e.** KIEHL'S SINCE 1851 new Cannabis Sativa Seed Oil Herbal Cleanser 5 oz. \$28 | 2556333, **f.** FLORENCE BY MILLS only here Glow Yeah Lip Oil \$14 | 2554838, **g.** ULTA BEAUTY COLLECTION only here Infused Beauty Cool Committee Green Tea Jelly Primer \$16 | 2554768, **h.** PAUL MITCHELL Lavender Mint Moisturizing Shampoo 10.14 oz. \$15 | 2206726

SPRING MOOD
**fresh &
renewed**

a. URBAN DECAY Stay Naked Threesome 3-In-1 Bronze, Highlight, Blush Palette in Naked \$36 | 2556533, **b.** TARTE™ Sugar Rush™ Bee You Eyeshadow Palette \$27 | 2556476, **c.** IT BRUSHES FOR ULTA Airbrush Precision Shadow Brush #112 \$13 | 2274500, **d.** CLINIQUE Dramatically Different Moisturizing Lotion+ 4.2 oz. \$28 | 2261902, **e.** KIEHL'S SINCE 1851 new Cannabis Sativa Seed Oil Herbal Cleanser 5 oz. \$28 | 2556333, **f.** FLORENCE BY MILLS only here Glow Yeah Lip Oil \$14 | 2554838, **g.** ULTA BEAUTY COLLECTION only here Infused Beauty Cool Committee Green Tea Jelly Primer \$16 | 2554768, **h.** PAUL MITCHELL Lavender Mint Moisturizing Shampoo 10.14 oz. \$15 | 2206726

MAC
PATENT PAINT
lip lacquer

NEW NON-TACKY, WEIGHTLESS LIP COLOUR.
COMBINES THE VIBRANT COLOUR OF A
LIQUID LIPSTICK WITH THE MOISTURIZING
3-D SHINE OF A GLOSS.

Patent Paint Lip Lacquer
\$22 | 2556853
Available in 11 shades

COME IN STORE FOR A
MAC
COMPLIMENTARY MAKEUP SERVICE
WITH A QUALIFYING MAC PURCHASE.
AVAILABLE IN SELECT STORES

LANCÔME
PARIS

**YOUR NEW
RÉNERGIE PARTNERS.
TRIPLE ANTI-AGING
EFFICACY.**

**NEW
RÉNERGIE
ULTRA CREAM
WITH DARK SPOT
CORRECTION
& SPF 30**

LANCÔME
**RÉNERGIE LIFT
MULTI-ACTION ULTRA**
SUNSCREEN
BROAD SPECTRUM SPF30
LIFTING - FIRMING - DARK SPOT CORRECTING CREAM

LANCÔME
**RÉNERGIE LIFT
MAKEUP**
SUNSCREEN
BROAD SPECTRUM
SPF 27
UP TO 12H LIFTING
HYDRATION & RADIANCE

**VISIBLY CORRECT
AND COVER
DARK SPOTS**

**RÉNERGIE LIFT MULTI-ACTION
ULTRA CREAM**
50mL | \$109
Also available in a Facial Sheet Mask:
Singles and 5 Pk | \$15-68

RÉNERGIE LIFT MAKEUP
\$50 | Available in 25 shades

national LASH DAY

February 19th

One day only
30% OFF

Choose from:

Tarte™, Velour Lashes, Lilly Lashes,
House of Lashes, PÜR & Blinking
Beauté NOW \$8.40-18.20
reg \$12-26



lash out



feeling fresh

BRIGHTEN UP WITH VITAMIN C

PRIME

PRIMING THE FACE WITH VITAMIN C WILL HELP BRIGHTEN FOR A MORE RADIANT LOOK- USE ALONE OR UNDER FOUNDATION TO REJUVINATE DULL SKIN

BAREMINERALS

Prime Time Brightening Foundation Primer 1.0 oz. **\$26** | 2302661

COVER FX

Crystal-Infused Elixir Mist Aquamarine + Hydrating 2.0 oz. **\$20** | 2550353
Available in select stores and ulta.com

SMASHBOX

Photo Finish Foundation Super Light Primer 1 oz. **\$36** | 2233965

PREPPING

VITAMIN C'S ANTIOXIDANT PROPERTIES CAN HELP DIMINISH THE LOOK OF UNEVEN SKIN TONE, DARK SPOTS AND FINE LINES

PÜR

Ceratin Serum 1 oz. **\$42** | 2286476

KYLIE SKIN

Vitamin C Serum 0.7 oz. **\$28** | 2548218

TARTE™

Maracuja C-Brighter Eye Treatment 0.35 oz. **\$38** | 2250915

NEW! BYE BYE must-have!

it's your full coverage moisturizer—now in hydrating matte



REAL REAL RESULTS
BYE BYE PORES



REAL REAL RESULTS
BYE BYE OILINESS



REAL REAL RESULTS
BYE BYE PIMPLES



new+
exclusive

93%

say pores appear minimized*

87%

say product evens skin tone*

87%

say skin appears balanced*

*Results based on a 2-week consumer study.

Bye Bye Foundation Oil-Free Matte **\$39.50** | 2561044

PAIRS PERFECTLY!

IT Brushes for ULTA Airbrush Full-Coverage Complexion Brush No. 77 **\$28** | 2525757

LIMITED TIME OFFER!

40% OFF

IT Cosmetics Bye Bye Under Eye Concealer

Offer Valid 2/16 - 2/29/20*

*While supplies last

NOW \$16.20 | reg \$27.2533873



Clinically Proven. Skin Loving. Problem Solutions.

it COSMETICS

tarte™
runs in the fam



**STEP 1:
FOUNDATION**

**VEGAN & FULL
COVERAGE**

**TARTE™
only here**

Face Tape™ Foundation
\$39 | 2540279
Available in 50 shades.

**STEP 2:
CONCEALER**

**AMERICA'S
#1 CONCEALER*****

**TARTE™
only here**

Shape Tape™ Concealer
\$27 | 2501218
Available in 30 shades.

**STEP 3:
ILLUMINATOR**

**MULTIPLE WAYS
TO GLOW**

**TARTE™
now only here**

Shape Tape™ Glow Wand
\$25 | 2556714
Available in 8 shades.

Clinique's Best of the Best Skin Care

#1 Prestige
Skin Care
Brand.**

Our #1 makeup
remover in a tugless
balm formula.

Take The Day Off™
Cleansing Balm
\$30 | 2282783



free
gift*

Take the Day Off™
Makeup Remover For
Lids, Lashes & Lips 30 mL
with any Clinique full-size
skin care purchase.

**One per customer. While quantities last.



**Clears the way for
smoother, brighter skin.**

Clarifying Lotion 2 & 3
\$17-27 | 2153918

An addictive,
instant moisture boost.

Moisture Surge™ 72-Hour
Auto-Replenishing Hydrator
\$21-78 | 2521824



**Source: The NPD Group, Inc. / U.S. Prestige
Beauty Total Measured Market, Skincare
Division Sales, 12 Months Ending October 2019.

CLINIQUE

Allergy Tested. 100% Fragrance Free

Brow PENCIL PARTY

2 BESTSELLING BROW PENCILS
TO FILL & DEFINE

AVAILABLE IN
SHADES 2, 3, & 4
\$32
\$48 VALUE!



Celebrate
NATIONAL LASH DAY!
50% OFF ROLLER LASH
MASCARA

Roller Lash™

2.19.2020 ONLY

sheer, buildable
flush of color

ULTAbeauty®

COLLECTION

ULTA BEAUTY COLLECTION
 Effortless Effect Foundation
\$16 ea | 2553397, 2553387
 Plumped Up Pout Lip Gloss
\$10 ea | 2552997, 2552999, 2552996
 Color Clique Eye Shadow Trio
\$12 ea | 2551722
 Stay Cheeky Liquid Blush
\$12 ea | 2553383, 2553390

infused with
hyaluronic
acid to boost
hydration

peptide complex
helps plump up
the volume

free 10PC GIFT*

Your choice of bag with any Ulta Beauty Collection purchase of \$19.50 or more!
 Choose from: Ulta Beauty Collection Makeup, Brushes, Sponges, Beauty Tools or Skincare.

CHOICE OF BAG

*One per customer. While quantities last. Excludes cotton, suncare, bath, blockbusters & clearance.

BUY TWO GET ONE FREE**

Choose from:
L'Oréal Makeup & Maybelline
reg \$3.99-20.99

Glam Bag + \$5
Coupon with
any L'Oréal
Paris makeup or
Maybelline New
York purchase of
\$15 or more.

free gift

new

30% OFF

LIP
 Choose from: Revlon & Almay
 NOW \$3.49-7.69
 reg \$4.99-10.99

30% OFF

LASHES
 Choose from: Ardell, Eylure & Kiss
 NOW \$2.79-13.99 | reg \$3.99-19.99

coral
crush

JUVIA'S PLACE
a. Shade Stick Foundation \$16 | 2556448
b. The Saharan Vol. II Blush Palette \$18 | 2536080
c. I Am Magic Loose Setting Powder \$14 | 2552140
d. I Am Magic Concealer \$14 | 2551096
e. I Am Magic Foundation \$20 | 2550483

+ free gift
Nubian Mini with any \$30 Juvia's Place purchase. \$10 Value



16 wishes

In celebration of Millie's birthday, the 16 Wishes collection celebrates her wishes to share with the world.

3 palettes in 1

a perfect pair

16 Wishes Eyeshadow Palette \$34 | 2562982
16 Wishes Better Together Peel Off Mask Duo \$22 | 2562981
16 Wishes Get Glossed Lip Gloss \$14 ea | 2562983

new+ only here

florence by mills™

A collection of Florence by Mills 16 Wishes makeup products. It includes three eyeshadow palettes, two peel-off masks, and three lip glosses. A woman's face is shown in the background. A 'new+ only here' badge is in the top right.

glassy
finish

Inspired by K-Beauty,
3 step routine for a radiant glow.

NYX PROFESSIONAL MAKEUP
High Glass Collection
\$12-18

new+ only here



Introducing the new Jungle Rock tropical inspired collection. Every gloss, shade and brush in the collection was developed by yours truly, or whatever.

Bretman Rock
BEAUTY INFLUENCER OF THE YEAR

here first

JUNGLE ROCK

@BRETMANROCK

Bretman Rock x wet n wild
\$4.99-14.99 ea

A collection of Bretman Rock x Wet n Wild Jungle Rock makeup products. It includes an eyeshadow palette, lip glosses, and brushes. A man's face is shown in the background. A 'here first' badge is in the top left.

new+ only here

REVOLUTION
MAKEUP REVOLUTION LONDON
CONCEALER
BOUTIQUE

Whatever your need,
we've got you covered

REVOLUTION
BUY TWO GET ONE FREE**
Full Line | \$5-25

16 | ulta.com *One per customer. While quantities last. **Free item must be of equal or lesser value to the lowest-priced item purchased. Excludes promotional packs, value packs and clearance. Brands cannot be combined.

CONCEAL &...
DEFINE INFINITE
Blemish-busting,
high pigment 16hr
longwear formula

CONCEAL &...
HYDRATE
Radiant satin finish
with plumping
hyaluronic acid

CONCEAL &...
DEFINE
Demi-matte full
coverage to cover
and contour

CONCEAL &...
FIX
Creamy,
clog-free full
coverage thanks
to salicylic
acid

A collection of Revolution Concealer Boutique makeup products. It includes various tubes of concealer and foundation. A 'new+ only here' badge is in the top left.

KARL LAGERFELD × L'ORÉAL PARIS

limited edition
Karl Collection
\$10.99-13.99

new+ only here

CELEBRATING KARL LAGERFELD'S PARISIAN CHIC AESTHETIC
A COLLECTION DESIGNED IN COLLABORATION
WITH THE MAISON KARL LAGERFELD

A collection of Karl Lagerfeld x L'Oréal Paris limited edition makeup products. It includes a mascara, an eyeliner, and three lipsticks. A woman's face is shown in the background. A 'new+ only here' badge is in the top left.

COLOURPOP
new + only here
Blush Crush Palette
\$14 | 2561408
Nude Mood Palette
\$14 | 2561411

MORPHE
new + only here
18T Truth or Bare
Artistry Palette
\$18 | 2562239
18F Talkin' Flirty
Artistry Palette
\$18 | 2562497

NEW
NEW
NEW

KESTREL new + only here
Small Round Case \$37 | 2558857
Makeup Brush Case \$21 | 2558851
Medium 8" Case* \$39 | 2558862
Large 11.75" Case \$42 | 2558858

WET BRUSH PRO
new + limited edition
Fantastic Voyage Collection
\$3.99-15.99



natural & need-to-know

VEGAN
FREE OF ALL ANIMAL INGREDIENTS.

PLANT BASED
INGREDIENTS DERIVED FROM PLANTS.

INSPIRED BY NATURE AND PERFECTED BY SALLY HANSEN. GOOD. KIND. PURE'S FORMULATION IS PLANT-BASED, 100% VEGAN AND FREE OF 16 HARMFUL INGREDIENTS.

GOOD. KIND. PURE. BY SALLY HANSEN
Nail Lacquer \$8.99 ea | Available in 30 shades

TREAT YOUR GUMS TO A SOOTHING ROUTINE WITH CBD INFUSED ORAL CARE.

HELLO PRODUCTS CBD
new + only here

CBD & Tea Tree Oil Fluoride Toothpaste 3 oz. \$12.99 | 2560582
CBD & Tea Tree Oil Fluoride-Free Toothpaste 3 oz. \$12.99 | 2560586
CBD Charcoal Fluoride-Free Toothpaste 3 oz. \$12.99 | 2560583
CBD Aloe Vera Mouthwash 12 oz. \$12.99 | 2560584
CBD Charcoal Mouthwash 12 oz. \$12.99 | 2560579
CBD Sweet Mint Lip Balm \$9.99 | 2560616
BPA-Free Charcoal Bristle Toothbrush \$3.99 | 2560595



new

COACH
NEW YORK

COACH DREAMS
Live Yours

Purse Spray **\$28** | 2560698
EDP 1.3 oz. **\$62** | 2560690
EDP 2 oz. **\$82** | 2560694
EDP 3 oz. **\$102** | 2560703

OUR KIND OF BOUQUET

MARC JACOBS

- a. Daisy Dream EDT 3.4 oz. **\$106** | 2276831
- b. Daisy Eau So Fresh EDT 4.2 oz. **\$118** | 2226856
- c. Daisy Love EDT 3.4 oz. **\$106** | 2527016
- d. Daisy EDT 3.4 oz. **\$106** | 2151611

fragrance crush

**ULTIMATE REWARDS MEMBERS
EARN 5X POINTS**

2.16-3.14, ACTIVATE IN THE ULTA BEAUTY APP OR ULTA.COM/REWARDS

CAROLINA HERRERA
Good Girl Légère EDP
Rollerball **\$28** | 2541162
Good Girl Légère EDP
2.7 oz. **\$119** | 2534660

nature knows best

HYDRATION

MARIO BADESCU
Facial Spray with Aloe, Herbs and Rosewater 8 oz. **\$12** | 2504798

INGREDIENTS: ALOE VERA, GARDENIA, ROSE, THYME

BOOST RADIANCE

KIEHL'S SINCE 1851
Midnight Recovery Concentrate 1 oz. **\$50** | 2536653

INGREDIENTS: PRIMROSE, LAVENDER

EXFOLIATE & GLOW

FOUNTAIN OF TRUTH
only here Good Day Soufflé Hydrating Moisturizer with SPF 15 1.7 oz. **\$60** | 2545342

INGREDIENT: HIBISCUS FLOWER

IMPROVE SLEEP

THIS WORKS
Deep Sleep Pillow Spray 2.5 oz. **\$29** | 2535578

INGREDIENTS: LAVENDER, CHAMOMILE, VETIVERT

REJUVENATE

SKYN ICELAND
Arctic Face Oil 1 oz. **\$42** | 2292457

INGREDIENT: SUNFLOWER

BRIGHTEN & SMOOTH

TEAMI BLENDS
Hibiscus Infused Vitamin C Serum 1 oz. **\$45** | 2547335

INGREDIENTS: HIBISCUS FLOWER, VITAMIN C



cleanse with confidence

No makeup left behind. Cleansing brushes work with your favorite cleansers to remove every trace of grime.

- a. **CLARINS** **new** Fresh Scrub 1.7 oz. **\$26** | 2555300, (not shown) Comfort Scrub 2555306, Pure Scrub 2555305, b. **GROWN ALCHEMIST** Gentle Gel Facial Cleanser 6.76 oz. **\$39** | 2552328, c. **MARIO BADESCU** Enzyme Cleansing Gel 8 oz. **\$14** 2209927, d. **AWAKE BEAUTY** **exclusive** Glow Smoothie Jelly Cleanser 5 oz. **\$22** | 2553004, e. **MURAD** Prebiotic 4-in-1 MultiCleanser 5 oz. **\$36** | 2538074, f. **ELEMIS** Pro-Collagen Cleansing Balm 3.7 oz. **\$64** | 2533942, g. **TULA** The Cult Classic Purifying Face Cleanser 6.7 oz. **\$28** | 2532485, h. **PHILOSOPHY** Purity Made Simple One-Step Facial Cleanser 8 oz. **\$24** | 2209138, i. **CLARISONIC** Mia Smart 3-in-1 Connected Beauty Device **\$169** | 2533183

contains alpha hydroxy acids

gently removes impurities

lifts oil & makeup

use with your favorite cleanser

dissolves makeup & daily grime

excellent for dry skin

eye

TREATMENTS

LASHFOOD Wander Lash Duo **\$24** | \$30 value | 2548108



BOSCIA **new** Vegan Collagen Microcrystal Eye Mask 2 pairs **\$28** | 2556335



900 crystals help plump & reawaken fatigued eyes

DERMALOGICA **new** Biolumin-C Eye Serum .5 oz. **\$70** | 2556377



face

TREATMENTS

PHILOSOPHY **new** MicroDelivery Dream Peel Overnight Refining Gel 1.7 oz. **\$60** | 2556758



STRIVECTIN **new** Peptight™ Tightening & Brightening Face Serum 1.7 oz. **\$99** | 2557473



FIRST AID BEAUTY Facial Radiance Pads 60 ct **\$34** | 2295774



DR ROEBUCK'S Ningaloo Firming Serum 1 oz. **\$68** | 2555060
MEANINGFUL BEAUTY Youth Activating Melon Serum 1 oz. **\$76** | 2516045



CRÉPE ERASE 2-Step Advanced Body Treatment System **\$54** | 2541558



CRÉPE ERASE Toning & Tightening Body Serum 4 oz. **\$72** | 2541556



EXUVIANCE Age Reverse Toning Neck Cream 4.4 oz. **\$82** | 2554727



nourish & replenish

PHILOSOPHY
new + only here Nature in a Jar Nourishing In-Shower Oil with Hemp Derived Cannabis Sativa Seed Oil 8 oz. **\$32** | 2555304

JUICE BEAUTY
Cleansing Milk 6.75 oz. **\$25** | 2236865

DERMALOGICA
Calm Water Gel 1.7 oz. **\$50** | 2520748



soothe & absorb oil

PROACTIV
Skin Purifying Mask 3 oz. **\$38** | 2500634

even tone & smooth

PERRICONE MD
Cold Plasma+ Face 1 oz. **\$149** | 2520379

TULA
Face Filter Blurring & Moisturizing Primer 1 oz. **\$34** | 2549759

DERMABLEND
Smooth Liquid Camo Foundation 1 oz. **\$38**
Available in 14 shades



COME OUT OF HIBERNATION LOOKING FRESH WITH SMOOTH SKIN AND SOFT HAIR. SKIN, SMOOTH. HAIR, HYDRATED.



skin

INDEED Bakuchiol Reface Pads 30 ct **\$19.99** | 2550374
MAD HIPPIE Vitamin A Serum 1 oz. **\$32.99** | 2530019
ACURE Radically Rejuvenating Facial Scrub 4 oz. **\$12.99** | 2548253
BOTA CBD Calming & Balancing Skin Toner 6 oz. **\$19.99** | 2553355



bath

LANO The Original LanoStick .116 oz. **\$16.95** | 2549012
LANO Minty Foot & Leg Balm 2.87 oz. **\$18.95** | 2549508
HEMPZ BATH BUY ONE GET ONE 40% OFF* Entire Brand | reg \$6.99-29.95
EARTH THERAPEUTICS Tea Tree Oil Foot Repair Balm 6 oz. **\$10** | 5504465



hair

SHEAMOISTURE 100% Pure Argan Oil 1.6 oz. **\$9.99** | 2298709
BRITE Hair Masque for Dry Hair 3.38 oz. **\$11.99** | 2509697
THE GOOD STUFF Complete Repair Balm Conditioner 6.7 oz. **\$8.99** | 2543607
NOT YOUR MOTHER'S Activated Bamboo Charcoal & Purple Moonstone Restore & Reclaim Scalp Scrub 10 oz. **\$8.99** | 2530201

Buy One Get One 40% Off*

Brands cannot be combined.

INGREDIENTS YOU LOVE, RESULTS YOU WANT

BUY ONE GET ONE 40% OFF*

Choose from: Formula 10.0.6, Thayers, Yes To, Aveeno, Clarisma, VitaminSea.beauty, CeraVe Skincare, Heritage Store, RoC, Hempz Skincare, Pacifica Skincare, Feeling Beautiful, Botanics, Freeman & I Dew Care | reg \$2.99-29



BEAUTY FROM ABROAD

BUY ONE GET ONE 40% OFF*

Choose from: Oh K!, Banila Co, Too Cool For School, Carbon Theory, Curoil & TonyMoly reg \$3.50-39

ULTAbeauty[®]

COLLECTION

Bye bye, winter.
Hello, tropical vibes.

BUY TWO GET ONE FREE*

new + exclusive

- a. Beach Waves Body Wash \$9.50 | 2555176
- b. Guava Sangria Lotion \$9.50 | 2555184
- c. Tidal Glow Mist \$9.50 | 2555179
- d. Papaya Blossom Candle \$20 | 2557490
- e. Island Pineapple Candle \$20 | 2557484



feel fresh
all day long



Travel sidekicks

Sized just right
for adventure.

- a. **TOUCHLAND** new Watermelon Hand Sanitizer 1.3 oz. \$12 | 2561081
- b. **TRULY** new + exclusive Unicorn Fruit Lip Plumping Balm 1 oz. \$14 | 2555540
- c. **LANO** new Mini 101 Ointment .32 oz. \$14 | 2561284
- d. **EARTH THERAPEUTICS** Gold Hydrogel Collagen Under-Eye Patch 5 ct \$10 | 2501747
- e. **BUY ONE GET ONE 40% OFF***
Brands cannot be combined.

Choose from: Soap & Glory, Tree Hut, The Body Shop & Ahava | reg \$2.50-82



TEXTURE,
STYLE & SHINE

2 for \$10**

Choose from: TRESemmé, Not Your Mother's and Hask | reg \$5.99 ea

*Free or 40% off item must be of equal or lesser value to the lowest priced item purchased. Excludes Sun Bum and Batiste travel size, liters, jumbos, tools, promotional packs, value packs & clearance items. Brands cannot be combined. **While quantities last. Assortment varies by store. Valid on all items regularly priced at \$5.99. Excludes travel sizes, Hask liters, jumbos, packettes, vials and clearance.

buy one get one 40% off*

STAY HYDRATED

See ya, frizz.



SAY BYE TO DAMAGE

Everyday nourishment.



SAVE TIME & COLOR

Styles for day 2 (or 3, or 4).



Brands cannot be combined.

Choose from: Nexxus, John Frieda, Eva NYC, SheaMoisture Haircare, Sun Bum Haircare & Batiste reg \$2.99-19.99

COOL TOOLS

TO WARM YOUR WINTER BLUES

BaBylissPRO

NANO TITANIUM™ TECHNOLOGY ENSURES
EVEN HEAT DISTRIBUTION. UP TO 465° F.



Prima 3000® 1" Styling Iron **\$179.95** | 2501003
Nano Titanium 1" Curling Iron **\$49.95** | 2231112
Nano Titanium 1" Ultra-Thin Straightening Iron
\$139.95 | 2216684
Nano Titanium Hair Dryer **\$84.95** | 2287409

©2020 BABYLISPRO 19BA070984

Discover what your hair can do

PAUL MITCHELL Express Ion Unclipped
3-In-1 Curling Iron **\$105** | 2511505
HOT TOOLS 1½" NanoCeramic Curling Iron
\$59.99 | 2204969
DYSON Supersonic Hair Dryer
\$399.99 | 2500704
BEACHWAVER CO. Beachwaver Pro 1.25
\$199 | 2515727
CHI FOR ULTA BEAUTY Titanium 1"
Hairstyling Iron in Pink
NOW \$107.99 | reg \$119.99 | 2526528



PERFECT SPIRALS



LOOSE WAVES



NO-DAMAGE STYLE



BEACHY CURLS



SLEEK & STRAIGHT

curl power

Styling goods for the coiliest of coils.



HYDRATE,
DETANGLE,
REFRESH &
DEFINE

PATTERN
Leave-In Conditioner
9.8 oz. **\$25** | 2552737

SMOOTH,
SHAPE, DEFINE
& TAME

DEVACURL
SuperCream
Coconut Curl
Styler 5.1 oz.
\$28 | 2292749

DEFINE, HOLD,
STYLE &
HYDRATE

CURLSMITH
Hold Me Softly Style
Balm 8 oz.
\$27 | 2536352

PREVENTS FRIZZ
& DEFINES
CURLS WITH
FLEXIBLE HOLD

OIDAD
Advanced Climate
Control Heat &
Humidity Gel -
Stronger Hold
8.5 oz.
\$26 | 2506188

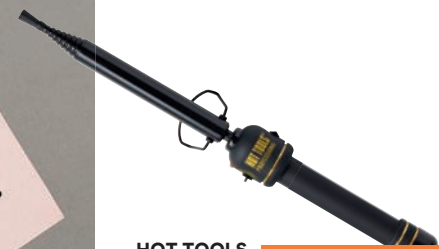
PATTERN
Shower Brush
\$17 | 2552742

curly toolkit

WAVE, DRY, CURL OR COIL—
THE CHOICE IS YOURS.



CONAIR
InfinitiPro By Conair Natural
Texture Dryer **\$49.99** | 2552322



HOT TOOLS
Professional Black Gold ¾" Spiral
Curling Iron + Wand **\$69.99** | 2544273



DEVACURL
DevaFuser Universal Diffuser
For All Curlkind **\$50** | 2307075



BED HEAD
Curlipops 1" Tourmaline Ceramic
Styling Iron **\$29.99** | 2243903



CHI
1" Volcanic Lava Ceramic Pro Spin
and Curl **\$129.99** | 2536810

Living proof.®

get stronger, healthier
hair in just 5 minutes.

silicone
free

reduce breakage
by up to 70%



Perfect hair Day™ (PhD)
Weightless Mask
revive + add shine
6.7 oz. **\$38** | 2559646



Restore
Repair Mask
repair + nourish
6.7 oz. **\$38** | 2558716



No Frizz Intense
Moisture Mask
fight frizz + smooth
6.7 oz. **\$38** | 2558719

+ free
gift



Living Proof Restore Shampoo and Conditioner 1 oz.
with any \$35 Living Proof purchase. \$13 value

🧪🔬 We are the science. You are the Living proof.

Bumble and bumble.

TOUSLED TEXTURE, 3 WAYS

+ free
gift

Hairdresser's Invisible
Oil Heat/UV Protective
Primer 0.34 oz. with any
\$35 Bumble and
bumble. purchase.



new



**SOFT
TEXTURE.**
Hairdresser's Invisible Oil
Soft Texture Finishing Spray
(for dry or damaged hair)
3.7 oz. **\$32** | 2560166



**VOLUMINOUS
TEXTURE.**
Thickening Dryspun Texture Spray
(for fine-to-medium, healthy hair)
3.6 oz. **\$31** | 2516135



**PIECEY,
LIVED-IN
TEXTURE.**
Sumo Liquid Wax+ Finishing Spray
(for medium-to-thick hair)
4 oz. **\$32** | 2542293

*One per customer. While quantities last.

See all, shop all

BUY TWO GET ONE FREE**

REDKEN Entire Brand | reg \$6-44
JOICO Entire Brand | reg \$4.99-35.50



**Free item must be of equal or lesser value to the lowest priced item purchased. Excludes promotional packs, value packs & clearance items. Brands cannot be combined.

Balance
Moisture

\$18 | 2558794

NEW
Moisturizing oil

Lightweight,
multi-purpose
oil



All hair types

Absorbs
instantly

Multi-purpose



KENRA

Buy Two Get One Free**

Brands cannot be combined.

PAUL MITCHELL®



Cruelty-free, salon-quality haircare.

PAUL MITCHELL Entire Brand | reg \$3.50-50

SEBASTIAN®
PROFESSIONAL



Fearless styling products for mega shine.

SEBASTIAN Entire Brand | reg \$6-48



Nourishing haircare for your unique style.

WELLA Entire Brand | reg \$16.50-40



Natural ingredients that keep hair healthy.

AG HAIR Entire Brand | reg \$3-65

TONING IN ONE USE

For Darkest Brunettes to Lightest Blondes



total results™

**DARK
ENVY**

SEEING RED?

Enrich Dark Bases with
NEW Green Shampoo

reg \$14-24



total results™

**BRASS
OFF**

GETTING BRASSY?

Highlighted Brunettes Stay
Cool with Blue Shampoo

reg \$14-24



total results™

**SO
SILVER**

LOOKING YELLOW?

Illuminate Your Blonde with
Purple Shampoo

reg \$14-24



*Using the Shampoo and Mask. Results may vary depending on porosity of hair.

STYLIST RECOMMENDED



Matrix Artistic Director &
ULTA Beauty Vice President

**BUY TWO, GET ONE FREE
ENTIRE BRAND****

MATRIX

** Free item must be of equal or lesser value to the lowest-priced item purchased. Limit of 4 purchased items per brand per customer. Excludes promotional packs, value packs and clearance. Brands cannot be combined.