

# Dale Dasalla

senior designer

# hello!



## ***My name is Dale Dasalla and I am a senior designer from Chicago.***

My journey began while studying architecture at the University of Illinois at Chicago. During my second year, I realized that becoming an architect wasn't my cup of tea. Using my newly acquired taste for anything creative, I pivoted to design. Since then, I've had the opportunity to design for both agency and in-house teams, providing me with a breadth of knowledge for all things design.

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### **contact**

**phone:** 708.704.9597  
**email:** daledasalla@gmail.com  
**website:** daledasalla.com

### **education**

**University of Illinois at Chicago**  
Bachelor of Fine Arts in Graphic Design  
May 2013

### **skills**

InDesign, Illustrator, Photoshop,  
Lightroom, Premier Pro, After Effects  
& Microsoft Office

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### **experience**

**Ulta Beauty**  
*Senior Designer*  
November 2015 – January 2021

Responsible for layout, design and photo art direction for Ulta Beauty's marketing print team. Projects ranged from monthly mailers, direct mail collateral, gift cards, credit cards and the occasional store signage. Worked closely with the merchandising and photography teams to bring product stories to life.

**Atrio**  
*Co-Founder*  
December 2013 – December 2015

Small mixed media start-up with two friends that share a passion for photography and cinema. We specialized in short films, music videos, interviews and event coverage. Responsibilities included concepting, camera operations, editing, coloring and designing the brand's identity.

**Cubicle Ninjas**  
*Designer*  
September 2014 – November 2015

Small agency that catered to clients both large and small. Responsible for designing for both print and digital. Projects ranged from web, mobile and vr interfaces, motion graphics, brand identity packages, presentations and various print collateral.

**Morningstar**  
*Design Intern*  
October 2012 – June 2013

Designed content for the premium membership site that consisted of flash ads, charts and spec work. Other work also included internal project logos, print collateral and updating miscellaneous existing pieces.

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gorgeous  
HAIR  
EVENT  
MAY 10 - 30

ulta.com/gorgeoushair

# POWER CURLS

Curls and coils crave moisture. Get it with hydrating serums and masks. Make the ultimate power move with vitamins and protective accessories to amp up hair health.



## free gifts\*

- Heavy Conditioner 1.75 oz. Packette with any \$22 Pattern purchase.
- Mini Ultra Nourishing Cleansing Oil 2.5 oz. with any \$30 Ouidad purchase.
- No-Poo Blue 1.5 oz. & One Condition Original 1.5 oz. with any \$30 Devacurl purchase. \$22 value
- 2 Pc Set including Travel Hydro Creme Soothing Mask & Travel Curl Defining Souffle with any \$40 Curlsmith purchase. \$24 value
- Frederick Benjamin Sleak Water Pomade Holding Gel with any featured curl brand.

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### care for your scalp

**KREYOL ESSENCE** new + only here Haitian Black Castor Oil Mango Papaya & Coconut 3.4 oz. \$30 | 2562678  
**OUIDAD** new Bubbling Scalp Mask 6.7 oz. \$35 | 2563148

### moisturize

**OUIDAD** new Smoothing + Moisturizing Serum 2 oz. \$30 | 2563134  
**KREYOL ESSENCE** new + only here Pomad Kreyol 4 oz.\*\* \$22 | 2562683

### deep condition

**TGIN** new + only here Rose Water Deep Conditioner Hydrating Hair Mask 12 oz. \$17.99 | 2563404  
**CURLSMITH** only here Double Cream Deep Quencher 8 oz. \$28 | 2553408

### boost with vitamins

**THE MANE CHOICE** new Manetabolism Plus Vitamins 60 ct \$25.99 | 2563583  
**CURLSMITH** only here Ultimate Lengths 30-Day Therapy \$29.99 | 2553409

### seal & protect

**PATTERN** new + only here Jojoba Oil Hair Serum 3.9 oz. \$25 | 2552748  
**GRACE ELYAE** new Grace Eleyae Adjustable Slap Satin-Lined Cap \$19.99 | 2561914

\*One per customer. While quantities last.  
\*\*Bottle may vary.

gorgeous  
HAIR  
EVENT  
MAY 10 - 30

ulta.com/gorgeoushair

# 1 guard against heat

**COLOR WOW** new Dream Coat 1.7 oz. \$12 | 2564298  
**CHI** 44 Iron Guard 8 oz. \$16 | 2113781

# 3 smooth in sections

**HOT TOOLS** new White+ XL Digital Flat Iron NOW \$59.99 reg \$79.99 | 2562006  
**GHD** Glide Professional Hot Brush \$169 | 2545477

# 2 blow dry straight

**DYSON** Supersonic Hair Dryer \$399.99 | 2500704

# 4 amp up shine

**DRYBAR** new The Chaser High-Shine Finishing Cream 1.7 oz. \$25 | 2558231

# 5 tame flyaways

**WET BRUSH** Go Green Oil Infused Watermelon Brush \$19.99 | 2562426

# HEALTHY SHINE

Go for glossy, ultra-smooth strands with reflective shine. Always protect from heat damage, straighten in small sections and finish with a shine-boosting product.



## gorgeous hair event campaign

Ulta Beauty  
Print



gorgeous  
HAIR  
EVENT  
MAY 10 - 30

ulta.com/gorgeoushair

SUMMER  
**repair**

You live your best life in summer. Reach for products to preserve color and revive lifeless locks so your hair can too.

**strength & resilience**

**REDKEN**  
Extreme Shampoo 10.1 oz. \$20.50 | 2503847  
Extreme Conditioner 8.5 oz. \$20.50 | 2503844  
Extreme CAT 5 oz. \$22 | 2503869  
**new** Extreme Length Shampoo 10.1 oz. \$22.50 | 2562817  
**new** Extreme Length Conditioner 8.5 oz. \$22.50 | 2562813

10 | ulta.com



**protect & condition**

**DPHUE**  
Gloss+ Sheer 6.5 oz. \$35 | 2544604  
**new + only here** dPHUE x Kristin Cavallari Sun & City Mist 4 oz. \$28 | 2562978  
ACV Hair Rinse 8.5 oz. \$35 | 2303347



gorgeous  
HAIR  
EVENT  
MAY 10 - 30

ulta.com/gorgeoushair

BREEZY  
**waves**

free  
gifts\*

**IGK** Offline Mask & Antisocial 1 oz. with any \$35 IGK purchase.

**Mini Sugar Beach Shampoo & Conditioner** with a \$25 Kenra purchase.

\*One per customer. While quantities last.  
8 | ulta.com



**portable styling**

**CONAIR**  
Unbound Cordless Auto-Curler  
\$99.99 | 2559238



A laid-back look that's no fuss, all style. Work in sections alternating curl direction and finish with texturizing products for lasting volume and definition.



**voluminous texture**

**IGK**  
Beach Club Volumizing Texture Spray 5 oz. \$29 | 2546415  
**new + only here** Beach Club Bouncy Blowout Cream 4.5 oz. \$27 | 2564772  
**new** Beach Club Soft Texture Paste 2 oz. \$25 | 2564771

**soft & airy results**

**KENRA**  
**new** Sugar Beach Collection Shampoo 10.1 oz. \$16 | 2563117, Conditioner 10.1 oz. \$16 | 2563121, Sun Crème 3.4 oz. \$17 | 2563143, Spray 7.4 oz. \$16 | 2526625

**no heat damage**

**DYSON**  
Airwrap Complete Styler  
\$549.99 | 2537002

**custom heat**

**HOT TOOLS**  
24K Gold 1" Digital Curling Iron  
\$69.99 | 2544270

**auto rotates**

**BEACHWAVE CO.**  
Pro Series Automatic Curler  
**HOT BUY! NOW \$155**  
reg \$199 | 2260197

**instant waves**

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



gorgeous hair event campaign

Ulta Beauty  
Print





love your skin event  
jan 3-23

BEAUTY STEALS®



ONLY HERE

the possibilities are beautiful.

Sunday 1.3.21 – Saturday 1.23.21



DAILY beauty steals®  
50% off the must-haves

Explore more steals online at [ulta.com/loveyourskin](http://ulta.com/loveyourskin)

WEEK 1

sunday  
jan 3



IT COSMETICS  
Confidence in an Eye Cream\*  
NOW \$19.50 | reg \$39  
first time steal  
TULA Face Filter Blurring  
& Moisturizing Primer 1 oz.\*  
NOW \$17 | reg \$34

monday  
jan 4



ZITSTICKA  
Killa Spot Clarifying Patch  
Kit 4 PK\*  
NOW \$8 | reg \$16

tuesday  
jan 5



JUICE BEAUTY  
STEM CELLULAR™ Anti-Wrinkle  
Overnight Cream 1.7 oz.\*  
NOW \$37.50 | reg \$75  
STEM CELLULAR™  
Anti-Wrinkle Eye Treatment .5 oz.\*  
NOW \$25 | reg \$50

wednesday  
jan 6



FIRST AID BEAUTY  
Ultra Repair Face Moisturizer 1.7 oz.\*  
NOW \$14 | reg \$28

thursday  
jan 7



KOPARI  
CBD Collection\*  
NOW \$9-22.50 | reg \$18-45

friday  
jan 8



CLARINS  
Extra-Firming Eye .5 oz.\*  
NOW \$32.50 | reg \$65  
BECCA  
Zero Foundation\*  
NOW \$18 | reg \$36

saturday  
jan 9



CLINIQUE  
Take the Day Off™ Cleansing Balm\*  
NOW \$15.50 | reg \$31  
MURAD  
Revitalixir Recovery Serum 1.35 oz.\*  
NOW \$44.50 | reg \$89

SHOP ULTA BEAUTY  
WITH SAFETY AT HEART:

IN STORE | CURBSIDE PICKUP | ONLINE & APP

2 | [ulta.com](http://ulta.com)

\*While quantities last. No rainchecks. Limit 2 per brand per customer. Beauty Steals® are for 1 day only.

PERFECT pairings

We love a dynamic routine-building duo.  
So much so, we've picked out a month's worth of them for you.

jan 3 beauty steal®

When you want more brightening & less dark circles.

pairs with

Confidence In a Cream Anti-Aging Moisturizer 2 oz. \$49 | 2298658

Add an extra dose of hydration for firmer-looking skin.

jan 5 beauty steals®

Overnight magic: renews & restores skin surface.

pairs with

new STEM CELLULAR™ Anti-Wrinkle Retinol Overnight Serum 1 oz. \$72 | 2573235

Overnight magic: reduces fine lines & wrinkles.

jan 6 beauty steal®

Skin so hydrated—it's velvety soft to touch.

pairs with

new Facial Radiance Niacinamide Dark Spot Serum 1 oz. \$42 | 2572660

So long dark spots, sunspots & post-acne spots.

jan 9 beauty steal®

Stress-induced aging gets an instant pick-me-up.

pairs with

new + only here Intense Recovery Cream 1.7 oz. \$80 | 2572228

Ultra-rich cream for ultra-calming & boosting hydration.

jan 9 beauty steal®

A balm to quickly cleanse away face & eye makeup.

pairs with

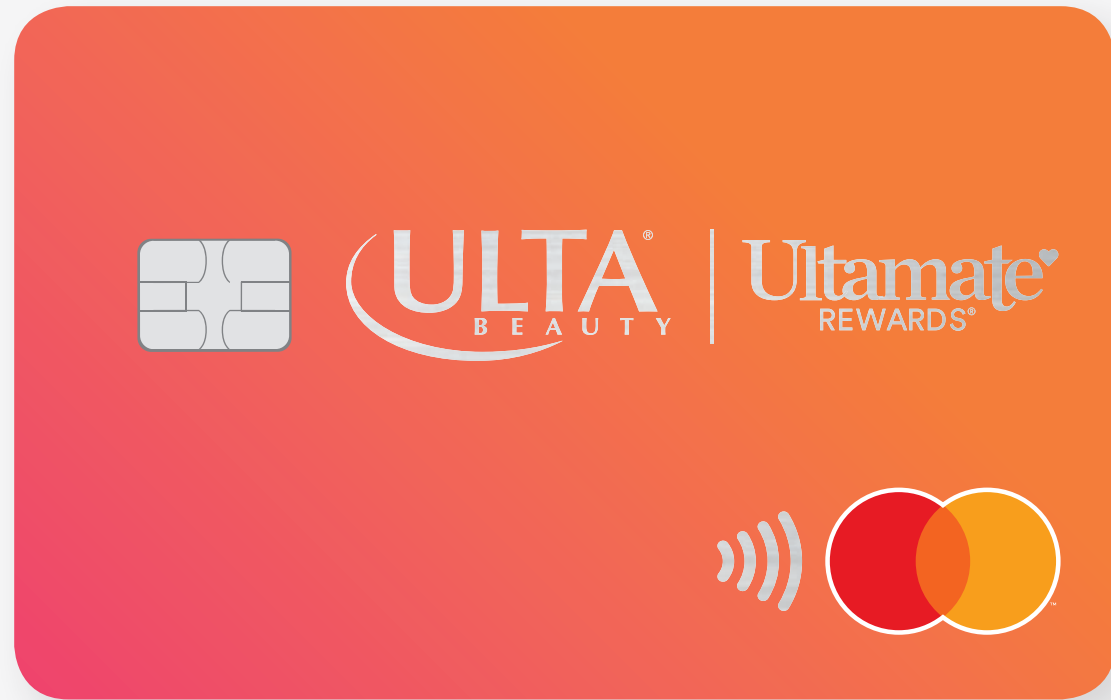
All About Clean™ Liquid Facial Soap - Mild 6.7 oz. \$19 | 2153910

A liquid soap to cleanse away dirt & debris.

GIFT CARDS in store or at [ulta.com](http://ulta.com) | 3

## love your skin event campaign

Ulta Beauty  
Print



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**ultamate rewards credit card**

*Ulta Beauty*  
*Print*



Ultamate  
REWARDS<sup>®</sup>  
where beauty *loves* you back.

First Name, Last Name  
123 Street Name  
City, State 00000



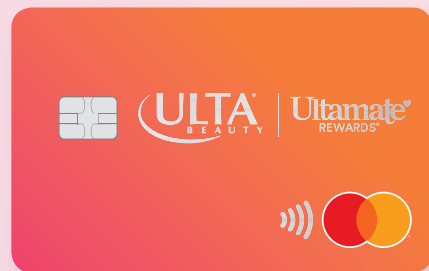
**congrats!**  
You've taken beauty  
to the next level.

**double the points<sup>1</sup>, all the time**

When you shop at Ulta Beauty with your Ultamate Rewards<sup>®</sup> Mastercard<sup>®</sup> Credit Card. (Told you it's the next level.)

Plus 500 points to say welcome when you spend \$500 outside Ulta Beauty in the first 90 days<sup>2</sup>

See reverse for details.



**use it everywhere**  
to earn more points (and faster!)

**activate your card**

1-866-489-3455 (tdd./tty 1-888-819-1918)  
or [ulta.com/credit/activate](http://ulta.com/credit/activate)

Ultamate  
REWARDS<sup>®</sup>  
where beauty *loves* you back.

**best. card. ever.**

Boost your points earnings every time you use your  
Ultamate Rewards Mastercard<sup>®</sup> Credit Card.

**2X** the points + **+1** the point + **500** bonus points = **beauty happiness**

2 points per \$1 spent at Ulta Beauty with your Ultamate Rewards<sup>®</sup> card<sup>1</sup>    1 point for every \$3 spent outside of Ulta Beauty wherever Mastercard is accepted<sup>1</sup>    500 welcome bonus points when you spend \$500 outside Ulta Beauty within 90 days of account open<sup>2</sup>    Use the card on everyday purchases to maximize your redemption potential.

**earn more, redeem more.**

100 points = \$3 off	750 points = \$30 off
250 points = \$8 off	1000 points = \$50 off
500 points = \$17.50 off	2000 points = \$125 off

Create your account at [ulta.com/credit](http://ulta.com/credit). View your account, make payments and go paperless.

**download the Ulta Beauty app**

- get exclusive offers**  
Opt in to app exclusive perks and get personalized content.
- add your new card**  
Set your card as the primary payment method to make every purchase easy and seamless.
- track your points**  
View your account, make payments and check your rewards status.

<sup>1</sup>Mentioned earning based on Base Member level. Offer is exclusive to Ultamate Rewards<sup>®</sup> Mastercard<sup>®</sup> Credit Card holders enrolled in the Ultamate Rewards program. This rewards program is provided by Ulta Beauty and its terms may change at any time. For full Rewards Terms and Conditions, please see [ulta.com/rewards](http://ulta.com/rewards).

<sup>2</sup>Valid one time only. Offer is exclusive to Ultamate Rewards<sup>®</sup> Mastercard<sup>®</sup> Credit Card holders enrolled in the Ultamate Rewards program.

For your protection, please be sure to sign the new card. If you lose this card or your account information has changed, please contact us at 1-866-257-9195 (TDD/TTY 1-888-819-1918)

Credit card offers are subject to credit approval.

Ultamate Rewards<sup>®</sup> Mastercard<sup>®</sup> 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.

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Ultamate  
REWARDS<sup>®</sup>  
where beauty *loves* you back.

**your offer expires soon**



**500 bonus points**  
Get 500 welcome bonus points when you spend \$500 outside Ulta Beauty with your Ultamate Rewards<sup>®</sup> Mastercard<sup>®</sup> Credit Card within 90 days of account open<sup>1</sup>

that's \$17.50 off at Ulta Beauty

<sup>1</sup>See other side for details.



**earn 500 bonus points!**



Time is running out to spend \$500 outside of Ulta Beauty in the first 90 days. Just use your Ultamate Rewards Mastercard for things you buy every day.



Dining



Gas



Groceries

see your points add up fast!

**2X** the points

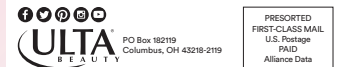
2 points per \$1 spent at Ulta Beauty with your Ultamate Rewards<sup>®</sup> card<sup>1</sup>

**+1** the point

1 point for every \$3 spent outside of Ulta Beauty wherever Mastercard is accepted<sup>1</sup>

Sign up for emails at [ulta.com/rewards](http://ulta.com/rewards) to get a free birthday gift, bonus points offers & more!

<sup>1</sup>Valid one time only. Offer is exclusive to Ultamate Rewards<sup>®</sup> Mastercard<sup>®</sup> Credit Card holders enrolled in the Ultamate Rewards program. This rewards program is provided by Ulta Beauty and its terms may change at any time. For full Rewards Terms and Conditions, please see [ulta.com/rewards](http://ulta.com/rewards).  
<sup>2</sup>Mentioned earning based on Base Member level. Offer is exclusive to Ultamate Rewards<sup>®</sup> Mastercard<sup>®</sup> Credit Card holders enrolled in the Ultamate Rewards program.  
Credit card offers are subject to credit approval.  
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FIRST-CLASS MAIL  
U.S. Postage  
PAID  
Alliance Data

## ultamate rewards credit card collateral

Ulta Beauty  
Print



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**holiday gift cards**

*Ulta Beauty*  
*Print*



ULTA  
BEAUTY



SEE THE  
JOY

VALENTINO Voce Viva EDP 3.4 oz. \$130



URBAN DECAY

new + only here  
Mini Decades Eyeshadow Palettes \$25 ea



it  
COSMETICS

Celebrate Confidence in Your Skincare Anti-Aging Set  
\$55 | \$92 value  
Celebrate Your Superpowers Eye Trio \$42 | \$69 value



KYLIE COSMETICS | KYLIESKIN  
BY KYLIE JENNER

new + only here  
5 Pc Mini Skincare Set \$38  
5 Pc Mini High Gloss Set \$32  
Breakapart Eyeshadow Palette Duo \$38

20 | ulta.com

21

holiday prestige mailer

Ulta Beauty  
Print



## Juicy Couture



Viva la Juicy EDP 3.4 oz. \$99  
OUI Juicy Couture EDP  
3.4 oz. \$105

28 | [ulta.com](http://ulta.com)

## CLINIQUE



Happy™ Perfume Spray 3.4 oz. \$73



CAROLINA HERRERA  
NEW YORK

Good Girl EDP 2.7 oz. \$119  
Good Girl Légère EDP 2.7 oz. \$119  
Good Girl Suprême EDP 2.7 oz. \$130  
Bad Boy EDT 3.4 oz. \$98

15

## holiday prestige mailer

Ulta Beauty  
Print



Frida Kahlo®  
by ULTAbeauty®

Never apologize for who you are

Never apologize for who you are

38 | ulta.com

a. Cosmetic Bag \$20 | 2549483, b. Brow Palette \$15 | 2547841, c. Blurring Primer \$15 | 2547844, d. Liquid Illuminator \$10 | 2547842  
e. Brush Set \$30 | 2547853, f. Cheek Duo \$12 | 2547845, g. Liquid Lip \$10 | 2547878

new & exclusive  
**make your own magic**

A crystal-inspired collection created by @TheHoodwitch

@THEHOODWITCH  
CO-CREATED WITH CRYSTAL EXPERT BRI LUNA TO CELEBRATE BEAUTY RITUALS INSPIRED BY THE TRANSFORMATIVE QUALITY OF CRYSTALS.

SMASHBOX  
a. Cover Shot: Crystallized Eye Palette \$29 | 2543849, b. Crystallized Shimmer Drops - Moonstoned \$25 | 2543845, c. Photo Finish Crystallized Primerizer \$42 | 2543843, d. Crystallized Always On Liquid Eye Shadow - Mindful AF \$24 | 2543856, e. Crystallized Photo Finish Primer Water - Love Ritual \$32 | 2543925, f. Crystallized Highlighter - Opti-Mystic \$39 | 2543841, g. Crystallized Glos Angeles Lip Gloss - Ya Heal Me! \$19 | 2543842

Free & Eye Kit with any \$35 Smashbox purchase.

so fresh, so clean

BUY TWO GET ONE FREE\*

Choose from:  
Matrix, CHI, Biosilk, Rusk, Joico, AG Hair & Nioxin | reg \$3-62

Brands cannot be combined.

32 \*Free item must be of equal or lesser value to the lowest-priced item purchased. Excludes promotional packs, value packs, trial kits and clearance. Brands cannot be combined.





**COME FOR THE GIVING**  
stay for the getting

a. LIP SMACKER Large Vanilla Crystal Lip Balm \$20 | 2555562, b. I DEW CARE Mini Kitten Around Mask Set \$15 | 2555174, c. THE BODY SHOP Petal Soft British Rose Treats \$9 | 2555238, d. NOT YOUR MOTHER'S Dry Shampoo Trio \$8.99 | 2555610, e. HEMPZ Mini Milk Chocolate Mudslide Moisturizer 2.25 oz. \$7.50 | 2552904, Mini Butterscotch Blondie Moisturizer 2.25 oz. \$7.50 | 2552906, f. PACIFICA exclusive Glow Force Crystal Energy Skin Love \$16 | 2552590, Mist-ical Moments \$14 | 2552589, g. LIP SMACKER Merry Kissmas Lip Smacker \$10.50 | 2555561, h. E.L.F. Supers Mini Skincare Kit \$15 | 2555224, i. TREE HUT Frosted Sugar Cookie Shea Sugar Scrub \$8.99 | 2554669, j. BATISTE Dry Shampoo Trio \$9.99 | 2533981, k. HASK Unwinded Gift Set \$5.99 | 2555742

50 | Our GIFT GUIDE: [ulta.com/holidaygifts](http://ulta.com/holidaygifts)



— ULTA BEAUTY —  
*only here*

**A FABULOUS FORECAST**

a. NYX PROFESSIONAL MAKEUP Lip Lingerie Liquid Lipstick Vault \$50 | 2555938, Love Lust Disco Body Puff \$15 | 2556081, b. ECOTOOLS Cozy Complexion Face Kit \$19.99 | 2556809, c. REVOLUTION Precious Stone Rose Quartz Eyeshadow Palette \$16 | 2550399, Precious Stone Rose Quartz Loose Highlighter \$8 | 2550669, d. ARDELL All the Wispies \$39.99 | 2557070, e. KISS The Tamed Collection \$19.99 | 2554920, f. REAL TECHNIQUES Dimensional Glow Kit \$29.99 | 2556805, g. EYLURE Lucky Star Lookbook 3 Pc \$10.99 | 2555436, h. BH COSMETICS Fairy Lights Palette \$20 | 2552478, Fairy Lights Beauty Powder \$21 | 2553210, i. E.L.F. Holiday Lip Kit \$5 | 2556138, j. REVOLUTION PRO All That Glistens Eyeshadow Palette \$20 | 2550987

GIFT CARDS in store or at [ulta.com](http://ulta.com) | 29





gives natural curls  
gorgeous shape and definition

“ This iron is so versatile, it's like having 3 irons in 1...A must-have for all hair types!”

LAURA EVERETT,  
DESIGN TEAM STYLIST

## soirée season sidekicks

DEVACURL DevaDryer & DevaFuser \$159 | 2293447, DRYBAR Brush Crush Heated Straightening Brush \$145 | 2533595, HOT TOOLS Black Gold Charcoal Infused One-Step Blowout \$79.99 | 2551631, 20% OFF ELCHIM 3900 Healthy Ionic Hair Dryer NOW \$159.20 reg \$199 | 2544343, BABYLISPRO Nano Titanium Ultra-Thin Straightening Iron \$139.95 | 2216684

+free gift



Curly Curls on the Go Kit with the purchase of a DevaDryer.

+free gift



5 Pc Gift Set with any \$50 Drybar tool purchase. \$16 value

+free gift



Ceramic Deep Waver or Slim Plate Straightener with any \$39.99 Hot Tools tool purchase. \$9.99 value

+free gift



Prima Travel Iron Blue or Pink with any \$139.99 Babyliss Pro purchase. \$49.95 value

GIFT CARDS in store or at [ulta.com](http://ulta.com) | 51

\*One per customer. While quantities last.

## born to be styled

TOOLS THAT TRANSFORM

FOR ALL HAIR TYPES



DYSON  
Supersonic Hair Dryer  
White/Silver \$399.99 | 2501324

38 | [ulta.com](http://ulta.com)



ULTRA-SMOOTH STRANDS

CHI FOR ULTA BEAUTY  
Titanium 1" Hairstyling Iron  
NOW \$109.99 reg \$119.99 | 2533600



NEXT-LEVEL VOLUME

HOT TOOLS  
Black Gold Charcoal Infused One-Step  
Blowout NOW \$64.99 reg \$79.99 | 2551631



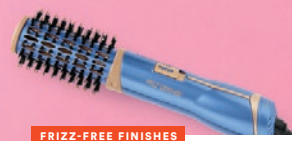
BEYOND RADIANT SHINE

GHD  
Platinum+ Professional Styler  
\$249 | 2534043



LONG-LASTING RESULTS

EVA NYC  
Spectrum Far-Infrared 1" Iron  
NOW \$74.99 reg \$99.99 | 2544263



FRIZZ-FREE FINISHES

FRIZZ DEFENSE  
Titanium Ceramic 1 1/2" Hot Air Brush  
NOW \$47.99 reg \$59.99 | 2548021

## the tools our stylists use >

PROFESSIONAL-QUALITY TOOLS UP YOUR HAIR GAME IN A MAJOR WAY. STOCK YOUR CABINETS WITH TOOLS THAT PROTECT AND STYLE AT THE SAME TIME — SO YOU ALWAYS LOOK LIKE YOU JUST CAME FROM THE SALON.

BABYLISPRO  
GET THE LOOK YOU WANT FASTER THAN YOU CAN SAY "TITANIUM." NANO TECHNOLOGY MAKES STYLING YOUR HAIR A QUICK AND EFFORTLESS EXPERIENCE.

- a. Nano Titanium Ultra-Thin 1" Straightening Iron \$139.95 | 2216684
- b. Nano Titanium Dryer \$84.95 | 2287409
- c. Nano Titanium 1 1/2" Spring Curling Iron \$49.95 | 2231113
- d. Nano Titanium Prima 3000 1 1/4" Styling Iron \$179.95 | 2309142

+free gift



Mini Iron and Hair Dryer with any \$140 BabylissPro tool purchase. \$60 value

“ The Prima 3000 is so versatile, it's like having 3 irons in 1...A must-have for all hair types!”

LAURA EVERETT, DESIGN TEAM STYLIST

CHI  
INNOVATIVE MATERIALS AT YOUR FINGERTIPS. VOLCANIC LAVA AND CERAMIC PROTECT YOUR HAIR WHILE DELIVERING SLEEK, SHINY RESULTS.

- e. Lava Hair Dryer \$179.99 | 2544262
- f. Lava 1" Styling Iron \$169.99 | 2524570
- g. Lava Wand \$79.99 | 2544261
- h. Lava Travel Flat Iron \$79.99 | 2544260

16 | [ulta.com](http://ulta.com) \*One per customer. While quantities last.





# head to toe magic

with vegan & cruelty-free formulas

**BUY ONE GET ONE 40% OFF\*\***

PACIFICA Makeup, Skincare, Bath, Hair, Suncare & Nail | reg \$3-28  
Available at select stores and ulta.com



36 | ulta.com

\*One per customer. While quantities last. \*\*40% off item must be of equal or lesser value to the lowest-priced item purchased. Excludes promotional packs, value packs and clearance. \*\*\*White quantities last. Assortment varies by store. Excludes clearance and lifters.



## spring awakening

Refresh your fragrance wardrobe with these favorites.

- a. CHLOÉ Eau de Parfum 1.7 oz. \$105 | 2244523, b. JUICY COUTURE Viva La Juicy EDP 1.7 oz. \$79 | 2165684
- c. MUGLER Angel EDT 1.7 oz. \$84 | 2548835, d. LANCÔME Idôle EDP 1.7 oz. \$96 | 2553349,
- e. MICHAEL KORS Wonderlust EDP 1.7 oz. \$96 | 2307361, f. CAROLINA HERRERA Good Girl EDP 1.7 oz. \$96 | 2515344
- g. ARIANA GRANDE Cloud EDP 1.7 oz. \$52 | 2536255

GIFT CARDS in store or at ulta.com | 31



## bloom anew

A bouquet of florals for the season.

- a. DOLCE&GABBANA new Dolce Shine EDP 2.5 oz. \$122 | 2559441, b. PHILOSOPHY Amazing Grace Magnolia EDT 2 oz. \$50 | 2542278
- c. VERSACE Bright Crystal EDT 1.7 oz. \$78 | 2137636, d. GUCCI Bloom EDP 1.6 oz. \$100 | 2515591, e. MARC JACOBS Daisy Love Eau So Sweet EDT 1.7 oz. \$86 | 2543977, f. JENNIFER LOPEZ only here Promise EDP 1.7 oz. \$55 | 2554405, g. JIMMY CHOO Floral EDT 3 oz. \$108 | 2543420, h. ESCADA only here Fior del Sol EDT 3.3 oz. \$83 | 2557787, i. BURBERRY Her Blossom EDT 1.6 oz. \$80 | 2548464, j. ESTÉE LAUDER Beautiful Belle EDP 1.7 oz. \$95 | 2532898

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## features

Ulta Beauty  
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**EXPLORE**

Get drenched in a cannonball splash of hydration. Stock up on refreshing skincare that'll brighten your complexion and add a youthful glow.

**a. KIEHL'S SINCE 1851** Ultra Facial Cream 1.7 oz. \$30 | 2540233

**b. EXUVIANCE** Probiotic Lysate Anti-Pollution Essence \$49 | 2522520

**c. PETER THOMAS ROTH** Water Drench Hyaluronic Cloud Cream Moisturizer 1.6 oz. \$52 | 2501489  
Water Drench Hyaluronic Cloud Hydrating Toner Mist 5 oz. \$36 | 2541746

**d. PERRICONE MD** Vitamin C Ester Brightening Serum 1 oz. \$69 | 2532604

**e. CRÈPE ERASE™** Flaw-Fix™ Eye Cream .5 oz. \$50 | 2541561

**f. FIRST AID BEAUTY** Ultra Repair Cream Mango 6 oz. \$32 | 2546921

**g. ELEMIS** Superfood Blackcurrant Jelly Exfoliator 1.6 oz. \$30 | 2541517  
Superfood Facial Wash 5 oz. \$25 | 2533930

**h. MEANINGFUL BEAUTY CINDY CRAWFORD®** Revive & Brighten Eye Masque 30 ct \$52 | 2531797

**VEGAN & cruelty free**

**WHAT IS VEGAN & CRUELTY FREE?** Every brand shown here is 100% vegan and cruelty free. Vegan products contain no animal ingredients or animal byproducts, while cruelty-free beauty is never tested on animals.

**a. INTRODUCING BLACK MOON COSMETICS™** Black Metal™ Metallic Liquid Lipstick \$18 | 2544686, Liquid to Matte Lipstick \$18 | 2544684  
Orb of Light™ Full Moon Palette \$48 | 2544687

**b. LIME CRIME™** Venus XL Eyeshadow Palette \$56 | 2527551

**c. EXCLUSIVE SUGAR RUSH™ BY TARTE** Lip Slip Vegan Lip Oil \$15 ea | 2539187

**d. COVER FX™** Super Power Antioxidant SPF 30 & Mattifying Booster Drops \$45 ea | 2541191

**e. OFRA™ limited edition** Rose Makeup Fixer \$16 | 2543755, Fro-Zay Peel Off Mask \$17 | 2544098, Rose Moisturizing Lipstick \$13 | 2543080

**lash out**

**a. BENEFIT COSMETICS** They're Real! Lengthening Mascara \$25 | 2231443

**b. BUXOM** XTROVERT™ Mascara \$22 | 2557728

**c. SMASHBOX** Super Fan Mascara \$21 | 2526286

**d. IT COSMETICS** Lash Blowout Volumizing Mascara \$25 | 2553339

**e. URBAN DECAY** Perversion Mascara \$25 | 2278142

**f. STILA** Huge™ Extreme Lash Mascara \$23 | 2289782

**g. NARS** Climax Mascara \$24 | 2531436

**h. TOO FACED** Better Than Sex Iconic Lashes and Liner Set \$29 | 2562011

**i. TARTE™** Maneater™ Voluptuous Mascara \$23 | 2501249

**FOR THAT EXTREME LENGTH**  
ulta.com rating ★★★★★

**FOR THAT LASH EXTENSION LOOK**  
ulta.com rating ★★★★★

**FOR THAT FANNED OUT VOLUME**  
ulta.com rating ★★★★★

**FOR THAT FULL-BODIED LASH**  
ulta.com rating ★★★★★

**FOR THAT VIVACIOUS VOLUME**  
ulta.com rating ★★★★★

**FOR THAT INK-LIKE FINISH**  
ulta.com rating ★★★★★

**FOR THAT EXPLOSIVE VOLUME**  
ulta.com rating ★★★★★

**FOR THAT CLUMP-FREE SWIPE**  
ulta.com rating ★★★★★

**FOR THAT BOMBSHELL DEFINITION**  
ulta.com rating ★★★★★

GIFT CARDS in store or at ulta.com | 9



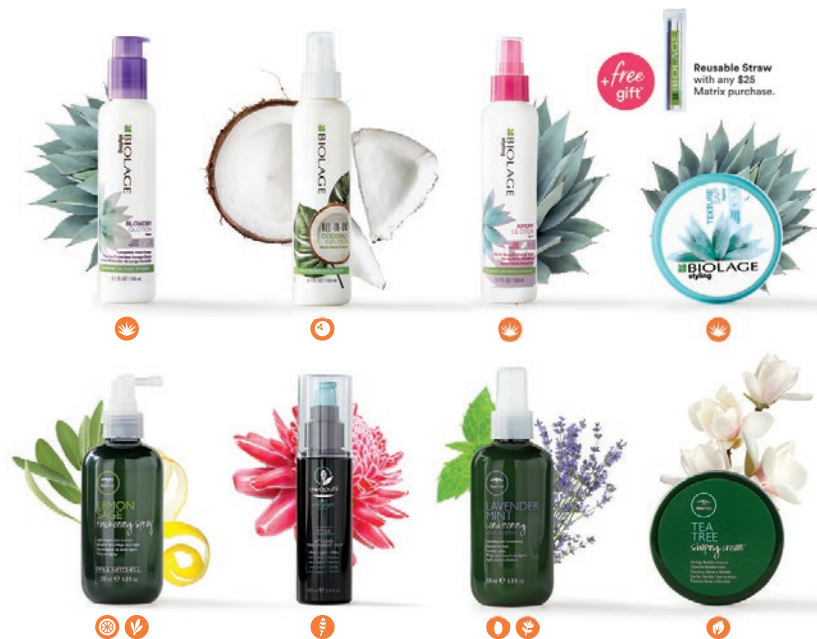
gorgeous  
HAIR  
EVENT  
MAY 12 - JUNE 1

ulta.com/gorgeoushair

# what your hair craves

BUY TWO GET ONE FREE  
STYLING AND FINISHING\*\*

Choose from: Matrix & Paul Mitchell styling & finishing | reg \$5-\$29



free gift

Reusable Straw with any \$25 Matrix purchase.

## ingredient glossary

### Blue Agave

Locks in moisture to enrich style and soothe your strands.

### Lavender

Calms the senses and provides numerous aromatherapy benefits.

### Tea Tree

Refreshes the hair and mind with a soothing scent.

### Awapuhi

This extract of red ginger helps soften and add volume to lifeless hair.

### Coconut

Adds a major dose of moisture while protecting against frizz.

### Sage

Boosts the texture of fine hair, adding weightless volume.

### Mint

Provides an invigorating scent to lift your mood and soothe your mind.

### Lemon

Helps boost volume and gives your hair a clean, shiny feel.

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\*One per customer. While quantities last. \*\*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, hair tools and clearance. Brands cannot be combined unless otherwise noted.



## Treat. Repeat.

### b. MEANINGFUL BEAUTY® CINDY CRAWFORD

Dark Spot Correcting Treatment 1 oz. \$68 | 2531809

Fades and lightens dark spots, sun damage and discoloration.

### c. STRIVECTIN

NEW Skin Reset™ 4-Week Intensive Rejuvenation System \$139 | 2540893

Available at select stores and ulta.com

First-of-its-kind serum system for your best skin in 28 days.

### d. BOSCIA

Luminizing Black Charcoal Mask 2.8 oz. \$34 | 2533432

Detoxify while minimizing the appearance of pores.

### e. MARIO BADESCU

Drying Lotion 1 oz. \$17 | 2209807, 2209808

Shrinks whiteheads and blemishes with salicylic acid and calamine.

### f. DERMADOCTOR®

KP Duty Body Scrub 16 oz. \$46 | 2529720

Works both physically and chemically to help your skin look and feel smooth, healthy and silky.

### g. PROACTIV

ProactivMD Essential Trio Kit \$40 | 2515778

Treats and prevents blemishes with Adapalene, a clinically proven retinoid.

### h. PERRICONE MD

Cold Plasma Plus+ Face Advanced Serum Concentrate 1 oz. \$149 | 2520379

Available at select stores and ulta.com

Promotes the nine most visible signs of healthy, youthful-looking skin.

### i. DERMALOGICA

UltraCalming Cleanser 8.4 oz. \$38 | 2220560

Calm, cool and reduce redness and irritation for sensitive skin.

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### 2 PC KIT

Includes a FREE travel size of Dynamic Skin Recovery SPF 50. \$21.50 value



## skincare made for sunshine

a. DERMALOGICA NEW Prevent & Protect Kit \$87 | 2547238, b. DERMADOCTOR DD Cream Dermatologically Defining BB Cream Broad Spectrum SPF 30 1.3 oz. \$40 | 2264849, c. MEANINGFUL BEAUTY® CINDY CRAWFORD Environmental Protecting Moisturizer Broad Spectrum SPF 30 Sunscreen 1.7 oz. \$65 | 2516048, d. SHISEIDO Urban Environment UV Protection Cream SPF 40 1.9 oz. \$35 | 2305993, e. JUICE BEAUTY Stem Cellular CC Cream SPF 30 1.7 oz. \$39 | 2254499 | Available in 5 shades, f. ORIGINS Ginzing SPF 40 Energy-Boosting Tinted Moisturizer 1.7 oz. \$39.50 | 2510433, g. MARIO BADESCU Oil Free Moisturizer SPF 30 2 oz. \$28 | 2220943

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**INDIE LEE**  
Squalane Facial Oil 1 oz.  
\$34 | 2563192



vegan / cruelty free / organic

**ORA ORGANIC**  
Aloe Gorgeous Vegan Collagen  
Booster \$34.99 | 2564494



vegan / cruelty free / organic / paraben free

**TEAMI**  
Green Tea Detox Mask 4 oz.  
\$30 | 2530380



cruelty free / paraben free / phthalate free

**FIRST AID BEAUTY**  
new FAB Pharma Arnica Relief  
& Rescue Mask \$32 | 2567933



cruelty free / paraben free / phthalate free

**PEACH & LILY**  
only here The Good Acids Pore  
Toner 3.38 oz. \$39 | 2532648



cruelty free / paraben free / organic

**JUICE BEAUTY**  
Stem Cellular CC Cream SPF 30 1.7 oz.  
\$39 | 2282631 | Available in 7 shades



vegan / cruelty free / paraben free

**SKYN ICELAND**  
Nordic Skin Peel 60 ct.  
\$45 | 2266965



vegan / cruelty free / paraben free

**CANNUKA**  
CBD Calming Eye Balm .44 oz.  
\$38 | 2544628



gluten free / cruelty free / paraben free

**FOLLAIN**  
Toning Mist: Balance + Prime 4 oz.  
\$18 | 2562503



vegan / cruelty free / paraben free

**KOPARI**  
new + only here Tropical Coconut  
Melt 5.1 oz. \$28 | 2570137



vegan / cruelty free / paraben free

**FOUNTAIN OF TRUTH**  
only here Honey Glow Mask 1.7 oz.  
\$60 | 2545348



cruelty free / paraben free / phthalate free

**ELEMIS**  
Pro-Collagen Eye Revive Mask .5 oz.  
\$82 | 2564477



vegan / cruelty free / paraben free

**GROWN ALCHEMIST**  
Polishing Facial Exfoliant 2.5 oz.  
\$67 | 2552194



vegan / cruelty free / paraben free

**DR ROEBUCK'S**  
Nungaloo Firming Serum 1 oz.  
\$68 | 2555060



cruelty free / paraben free / phthalate free

**TULA**  
On the Go Best Sellers Travel Kit  
\$52 | \$70 value | 2561831



paraben free / phthalate free

**ORIGINS**  
Hello, Calm Face Mask 2.5 oz.  
\$28 | 2542047

# season of wellness

From vegan to organic and cruelty free to paraben & phthalate free, there are plenty of ways to refresh your skincare this fall.

## EXTRA, EXTRA

Read all about it—here's the newness you need now.



**a. PETER THOMAS ROTH**  
new Potent-C™  
Power Scrub 4 oz.  
\$38 | 2568146

**b. JUICE BEAUTY**  
new Bamboo Pore Refining  
Mask 2 oz. \$36 | 2566153

**c. MURAD**  
new Clarifying Oil-Free  
Water Gel Moisturizer 1.6 oz.  
\$44 | 2566516

**d. DERMALOGICA**  
new Active Clearing  
Retinol Clearing Oil 1 oz.  
\$80 | 2565031

**e. DERMADOCTOR**  
new Kakadu C Triple C + B3  
Booster Powder .33 oz.  
\$75 | 2568880

**f. FIRST AID BEAUTY**  
new Ultra Repair  
Oil-Control Moisturizer  
1.7 oz. \$32 | 2568399

**g. COSRX**  
new Triple Hyaluronic  
Moisturizing Cleanser  
5.07 oz. \$18 | 2568150

**h. BOSCIA**  
new Cryosea™ Firming  
Icy-Cold Cleanser 4.9 oz.  
\$30 | 2568293

**i. PEACH & LILY**  
new + only here  
Glass Skin Veil Mist  
3.38 oz. \$28 | 2568145

free gifts\*



Vita C Serum  
and Dark Circle  
Duo with any \$50  
Murad purchase.



Pumpkin Enzyme Mask  
Enzymatic Dermal  
Resurfacer with any  
\$45 Peter Thomas Roth  
purchase.



4 pc Gift  
with any \$50  
First Aid Beauty  
purchase.



Oil-Free Moisturizer  
with any \$50 Juice  
Beauty purchase.

\*One per customer. While quantities last.

## editorials

Ulta Beauty  
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# steps for flawless coverage

## 1: COVER

Apply product using the pump for all-over coverage and the doe foot applicator for targeted results.

**PÜR**  
4-in-1 Love Your Selfie Longwear Foundation & Concealer 1 oz. **\$36 ea**  
Available in 40 shades

Your base makeup – like your favorite outfit – looks more polished and pulled together in layers. Try these steps for long-lasting, natural-looking coverage.

## 2: BLEND

Wet your sponge with setting spray or water (squeeze out excess). Dab to blend.

**BEAUTY BAKERIE**  
Blending Eggs Beauty Sponges **\$18** | 2538356

## 3: BRIGHTEN

Brighten your undereye area with light, not heavy pigment. Don't forget to blend, blend, blend.

**BECCA**  
new Light Shifter Brightening Concealer Wand **\$28 ea** | Available in 8 shades

## 4: SET

The choice is yours: Bake with setting powder, buff on a light dusting or do a quick spritz of setting spray.

**BEAUTY BAKERIE**  
Face Flour Baking Powder .5 oz. **\$24** | 2538275  
Spray Your Grace Setting Spray 3.4 oz. **\$18** | 2552921

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**BEFORE** **AFTER**

instant body perfector

**TARTE™**  
only here  
Shape Tape™ Waterproof Body Makeup **\$39 ea** | 2561927  
Available in 8 shades  
Shape Tape™ Tone Tool **\$28** | 2562385

**KKW BEAUTY**  
only here  
Skin Perfecting Body Foundation **\$45 ea** | 2556031, Body Brush **\$32** | 2556028, Loose Shimmer Powder for Face & Body **\$27** | 2556017

provides the perfect, even application

**And you'll wonder why you didn't try it sooner. Use body foundation to cover imperfections or even out skin tone. Finish with bronzer or shimmer on your collarbones and shoulders. The result: an all-over glow.**

**body makeup**  
*it's a thing.*

**TARTE™**  
Park Ave Princess™ Amazonian Clay Waterproof Face & Body Bronzer **\$30** | 2220038

**BECCA**  
new Ignite Liquefied Light Highlighter for Face + Body **\$38 ea** | 2563021, 2563025  
Available in 6 shades

**TARTE™**  
Buff & Bronze Body Kabuki Brush **\$28** | 2562252  
vegan, waterproof & talc-free

**URBAN DECAY**  
new Moonpust Glitter Liquid **\$29 ea** | 2563156, 2563157  
Available in 4 shades

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## editorials

Ulta Beauty  
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# BLACK-OWNED & BEAUTIFUL

Inspiring hair & beauty brands to support all year round.



**TRACEE ELLIS ROSS, FOUNDER**  
 "PATTERN is centered around the celebration of Black beauty. All of the details in our products are designed with purpose from packaging to formulas, and each product was developed with the textured hair journey in mind."

**PATTERN**  
 only here On-the-Go Kit \$24 | 2552746  
 only here Shower Brush \$17 | 2552742



**GRACE ELEYAE, FOUNDER**  
 "You should never have to choose between haircare and style, so we made products that combine both."

**GRACE ELEYAE**  
 Adjustable Slap Satin Lined Cap Black \$19.99 | 2561914  
 Adjustable Slap Satin Lined Cap Gray \$19.99 | 2561917



**MICHAEL JAMES, FOUNDER**  
 "Our mission is to bring an elevated shopping experience to multicultural men nationwide."

**FREDERICK BENJAMIN**  
 Bump Clear Post Shave & Razor Bump Cream 3.4 oz. \$18 | 2527571  
 Sleek Water Pomade 3.5 oz. \$16 | 2527565



**CHICHI EBURU, FOUNDER**  
 "Inspired By The Vibrancy of Africa."

**JUVIA'S PLACE**  
 The Berries Eye Shadow Palette \$14 | 2564701  
 Lip Reflect Gloss \$13 | 2567910



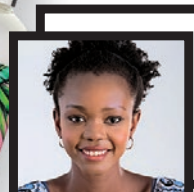
**PSYCHE TERRY & VONTOBA TERRY, FOUNDERS**  
 "Inspired by their children, the Terrys wanted to share their love for clean beauty across the nation."

**URBAN HYDRATION**  
 new Lemon & Berries Micellar Cleansing Water 16.9 oz. \$14.99 | 2567673 | Online only  
 new Kiwi & Pomegranate Micellar Cleansing Water 16.9 oz. \$14.99 | 2567674 | Online only



**CHRIS-TIA DONALDSON, FOUNDER**  
 "I created tgin because I wanted to use products that made me feel confident in my curls, but were also made with ingredients that I felt comfortable using on my skin."

**TGIN**  
 only here Rose Water Defining Gel 13 oz. \$14.99 | 2563402  
 only here Rose Water Hydrating Hair Mask 12 oz. \$17.99 | 2563404



**ROSE OVENSHI, FOUNDER**  
 "Flora is the Latin word for plant life. We create plant powered haircare products to nourish, hydrate, soothe and protect all curl types."

**FLORA & CURL**  
 Coconut Mint Curl Refresh Clay Wash 9 oz. \$24 | 2553052  
 Organic Rose & Honey Leave-In Detangler 10.1 oz. \$22 | 2553053



# total curls

Lasting hydration. Defined pattern. All for your curls. Here's five steps for stronger, nourished curls from root to style.



use on dry hair at the root to add volume  
**PATTERN** Hair Pick \$9 | 2565534



use a diffuser to dry your curls more evenly & gently while preventing frizz  
**CONAIR** InfnitiPRO By Conair Natural Texture Dryer \$49.99 | 2552322  
**DEVACURL** DevaDryer & DevaFuser \$159 | 2293447



use a small curling wand or iron to define and enhance pattern  
**BED HEAD** Curlipop 1/2" Tourmaline Ceramic Skinny Pop Styling Iron \$29.99 | 2524770  
**HOT TOOLS** 24K Gold Curling Iron 3/4" \$49.99 | 6501265

**step 1: boost**  
**THE MANE CHOICE**  
 only here Manetabolism Healthy Hair Gummies with Collagen 60 ct \$27.99 | 2563590

**step 2: cleanse**  
**MELANIN HAIRCARE**  
 only here African Black Soap Reviving Shampoo 16 oz. \$19.89 | 2571937

**step 3: repair**  
**SHEAMOISTURE**  
 Manuka Honey & Yogurt Hydrate + Repair Multi-Action Leave-In 8 oz. \$11.49 | 2521672

**step 4: leave-in**  
**CURLSMITH**  
 Feather-Light Protein Cream 8 oz. \$27 | 2570253

Curlysmith Soufflé 2 oz. with any \$30 Curlysmith purchase. \$43 value **free gift!**

**or hydrate your strands**  
**PATTERN**  
 Leave-In Conditioner 9.8 oz. \$25 | 2552737

**step 5: style**  
**DEVACURL**  
 Ultra Defining Gel Strong Hold No-Crunch Styler 12 oz. \$24 | 2307906

4 Pc Gift with any \$30 Devacurl purchase. \$43 value **free gift!**

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## editorials

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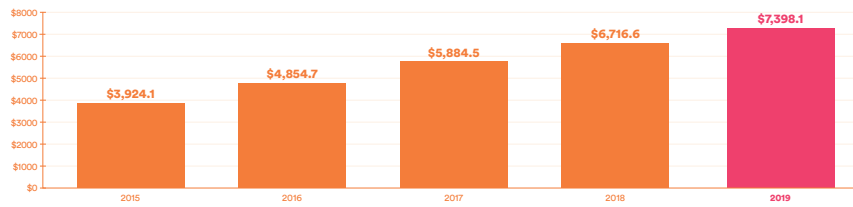


the possibilities are beautiful.®

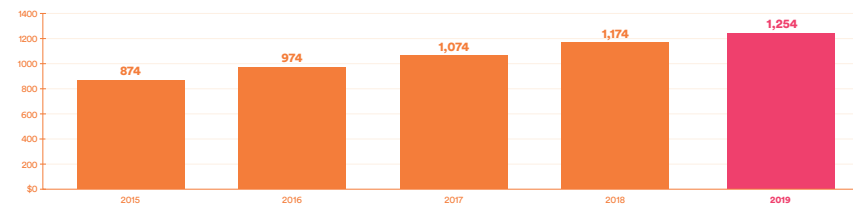
2019 ANNUAL REPORT

## FINANCIAL HIGHLIGHTS

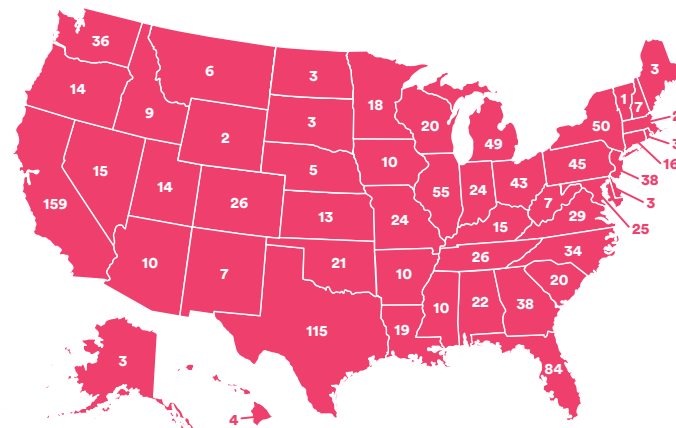
### NET SALES (IN MILLIONS)



### STORE COUNT

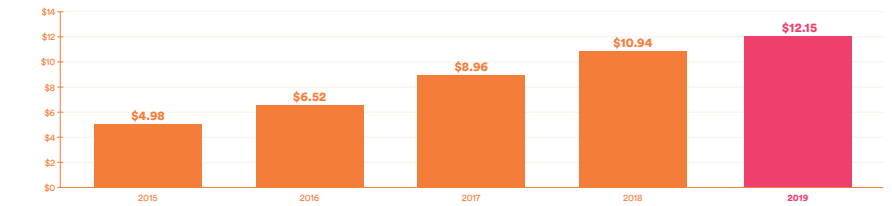


### STORE COUNT BY STATES



Alabama	22	Hawaii	4	Massachusetts	21	New Mexico	7	South Dakota	3
Alaska	3	Idaho	9	Michigan	49	New York	50	Tennessee	26
Arizona	30	Illinois	95	Minnesota	18	North Carolina	34	Texas	115
Arkansas	10	Indiana	24	Mississippi	10	North Dakota	3	Utah	14
California	159	Iowa	10	Missouri	24	Ohio	43	Vermont	1
Colorado	26	Kansas	13	Montana	6	Oklahoma	21	Virginia	29
Connecticut	16	Kentucky	16	Nebraska	5	Oregon	14	Washington	36
Delaware	3	Louisiana	19	Nevada	15	Pennsylvania	45	West Virginia	7
Florida	84	Maine	3	New Hampshire	7	Rhode Island	3	Wisconsin	20
Georgia	38	Maryland	25	New Jersey	38	South Carolina	20	Wyoming	2

## DILUTED EARNINGS PER SHARE



## FISCAL YEAR ENDED<sup>(1)</sup>

(In thousands, except per share, per square foot and store count data)

Income Statement:	February 1, 2020	February 2, 2019 <sup>(2)</sup>	February 3, 2018 <sup>(3)</sup>	January 28, 2017	January 30, 2016
Net sales	\$ 7,398,068	\$ 6,716,615	\$ 5,884,506	\$ 4,854,737	\$ 3,924,116
Cost of sales	4,717,004	4,307,304	3,787,697	3,107,508	2,539,783
Gross profit	2,681,064	2,409,311	2,096,809	1,747,229	1,384,333
Selling, general and administrative expenses	1,760,716	1,535,464	1,287,232	1,075,834	863,354
Pre-opening expenses	19,254	19,767	24,286	18,571	14,682
Operating income	901,094	854,080	785,291	654,824	506,297
Interest income, net	(6,056)	(5,061)	(1,568)	(890)	(1,143)
Income before income taxes	906,150	859,141	786,859	655,714	507,440
Income tax expense <sup>(4)</sup>	200,205	200,582	231,625	245,954	187,432
Net income	\$ 705,945	\$ 658,559	\$ 555,234	\$ 409,760	\$ 320,008

### Net income per common share:

Basic	\$ 12.21	\$ 11.00	\$ 9.02	\$ 6.55	\$ 5.00
Diluted	\$ 12.15	\$ 10.94	\$ 8.96	\$ 6.52	\$ 4.98

Weighted average common shares outstanding:

Basic	57,840	59,864	61,556	62,519	63,949
Diluted	58,105	60,181	61,975	62,851	64,275

### Other Operating Data:

Comparable sales increase <sup>(5)</sup>	5.0%	8.1%	11.0%	15.8%	11.8%
Number of stores end of year	1,254	1,174	1,074	974	874
Total square footage end of year	13,193,076	12,337,145	11,300,920	10,271,184	9,225,957
Total square footage per store <sup>(6)</sup>	10,521	10,509	10,522	10,545	10,556
Average total square footage <sup>(7)</sup>	12,804,988	11,893,413	10,742,874	9,641,357	8,724,581
Capital expenditures	\$ 298,534	\$ 319,400	\$ 440,714	\$ 373,747	\$ 299,167
Depreciation and amortization	\$ 295,599	\$ 279,472	\$ 252,713	\$ 210,295	\$ 165,049
Repurchase of common shares	\$ 680,979	\$ 616,194	\$ 367,581	\$ 344,275	\$ 167,396

### Balance Sheet Data:

Cash and cash equivalents	\$ 392,325	\$ 409,251	\$ 277,445	\$ 385,010	\$ 345,840
Short-term investments	110,000	-	120,000	30,000	130,000
Working capital	918,056	1,091,125	1,051,577	1,006,894	978,946
Property and equipment, net	1,205,524	1,226,029	1,189,453	1,004,358	847,600
Total assets <sup>(8)</sup>	4,863,872	3,191,172	2,908,687	2,551,878	2,230,918
Operating Lease Liabilities <sup>(8)</sup>	1,938,347	-	-	-	-
Total stockholders' equity	1,902,094	1,820,218	1,774,217	1,550,218	1,442,886

(1) Our fiscal year-end is the Saturday closest to January 31 based on a 52/53-week year. Each fiscal year consists of four 13-week quarters, with an extra week added onto the fourth quarter every five or six years.  
(2) The Company adopted Accounting Standards Codification (ASC) Topic 606, Revenue from Contracts with Customers (ASC 606) using the modified retrospective transition method in fiscal 2018. Results from fiscal years prior to fiscal 2018 have not been recast for the adoption of ASC 606.  
(3) Fiscal 2017 includes 53 weeks; all other fiscal years reported include 52 weeks. Net sales for the 53rd week of fiscal 2017 were approximately \$108.8 million.  
(4) On December 22, 2017, the Tax Cuts and Jobs Act was enacted into law. This new legislation reduced the federal corporate tax rate to 21.0% effective January 1, 2018. In accordance with Section 15 of the Internal Revenue Code, the Company utilized a blended rate of 33.7% for the fiscal 2017 tax year, by applying a prorated percentage of the number of days prior to and subsequent to the January 1, 2018 effective date. Income tax expense in fiscal 2018 reflects the lower federal tax rate for the entire fiscal year.  
(5) Comparable sales increase reflects sales for stores beginning on the first day of the 14th month of operation. Remodeled stores are included in comparable sales unless the store was closed for a portion of the current or comparable prior year.  
(6) Total square footage per store is calculated by dividing total square footage at end of year by number of stores at end of year.  
(7) Average total square footage represents a weighted average, which reflects the effect of opening stores in different months throughout the year.  
(8) The Company adopted Accounting Standards Update No. 2016-02, Leases (Topic 842), on February 3, 2019 using the modified retrospective approach by recognizing and measuring leases without revising comparative period information or disclosures.

annual report

Ulta Beauty  
Print





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CAPITAL ADVISORS

*atrio*

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various logos

*Morningstar, Atrio & Cubicle Ninjas  
Branding*



thank *you!*