



## Ulta Beauty

Locations: Illinois (HQ)

Industries: Household and Personal Products

RISK LEVEL:



Medium Risk

### DESCRIPTION:

Ulta Beauty does not protect employees from viewpoint discrimination but has not publicly terminated business relationships based on views or beliefs. The company covers travel costs for employee abortion. Ulta funds multiple LGBTQ organizations and hosted transgender Dylan Mulvaney on its podcast to promote gender ideology. However, the company does not discriminate against religious organizations in its charitable giving. For these reasons, Ulta Beauty receives a "Medium Risk" rating.

### Corporate Weaponization

**Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries.** Lower Risk

*Ulta Beauty received a score of 65 on the Corporate Equality Index from the Human Rights Campaign (1). Despite this score, the company does not have a policy requiring it to vet suppliers according to LGBTQ policies. Ulta Beauty has not terminated business relationships due to religious or political beliefs.*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs.** Lower Risk

*Ulta Beauty does not have a written rule prohibiting donations to faith-based charities or organizations (1).*

**Employment policies fail to protect against discrimination based on political affiliation/views and/or religion.** High Risk

*Ulta Beauty does not protect employees from viewpoint discrimination (1).*

### Corporate Governance and Public Policy

**Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression.** High Risk

*Ulta Beauty is a member of the CEO Action for Diversity & Inclusion pledge (1). Ulta Beauty hosted popular transgender influencer Dylan Mulvaney on its podcast in October of 2022 and subsequently defended its choice and gender ideology on Twitter after online*

backlash [\(2\)](#)[\(3\)](#).

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**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk**

After the Supreme Court overturned *Roe v. Wade*, Ulta Beauty announced that it would expand its medical benefits to cover abortion-related travel expenses for employees [\(1\)](#). Ulta has donated to PFLAG and the Chicago Urban League [\(2\)](#)[\(3\)](#). Ulta signed the Fifteen Percent Pledge and “committed to dedicate 15% of their shelf space to Black-owned brands” [\(4\)](#)[\(56\)](#).

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**Uses corporate political contributions for ideological, non-business purposes.**

N/A

Ulta Beauty does not operate a PAC.

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