

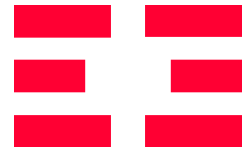


Ulta Beauty

Locations: Illinois (HQ)

Industries: Household and Personal Products

RISK LEVEL:



High Risk

DESCRIPTION:

Ulta Beauty scored an 85 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with Human Rights Campaign's controversial demands, Ulta Beauty increases the risk of dividing employees, alienating customers and harming shareholders. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Ulta Beauty forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. The company provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. Ulta Beauty mandates training on inclusivity and unconscious bias for its associates. The company hosted popular transgender influencer Dylan Mulvaney on its podcast in October of 2022 and subsequently defended its choice and affirmed its commitment to the related movements on Twitter after online backlash. Ulta Beauty's CEO, David Kimbell, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace. The company has donated to the Chicago Urban League. Ulta signed the Fifteen Percent Pledge and "committed to dedicate 15% of its shelf space to Black-owned brands". The company is a corporate partner of the National LGBT Chamber of Commerce. Ulta is a silver partner of PFLAG, an LGBTQ+ activist group that promotes books for children with sexually explicit and gender fluid content and advocates against laws that inform parents of their child's gender dysphoria or prevent unapproved transgender medical treatments for minors. For these reasons, Ulta Beauty receives a High Risk rating.

Corporate Weaponization

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

Ulta Beauty's HRC 2023-2024 CEI rating indicates the company recruits employees based on sexual identity. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, Ulta Beauty has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs.

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

Ulta Beauty's HRC 2023-2024 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Ulta Beauty does not appear to discriminate against charitable organizations based on views or beliefs (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature.

High Risk

Ulta Beauty's HRC 2023-2024 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology (1)(2). Ulta Beauty mandates training on inclusivity and unconscious bias for its associates (3). The company does not provide viewpoint protections for its employees (4).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

High Risk

Ulta Beauty's HRC 2023-2024 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Ulta Beauty hosted popular transgender influencer Dylan Mulvaney on its podcast in October of 2022 and subsequently defended its choice and affirmed its commitment to the related movements on Twitter after online backlash (3)(4). The company's CEO, David Kimbell, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (5)(6).

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

High Risk

Ulta Beauty provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4). The company's HRC 2023-2024 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (5)(6). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Ulta has donated to the Chicago Urban League (7)(8). The company signed the Fifteen Percent Pledge and "committed to dedicate 15% of its shelf space to Black-owned brands" (9)(10). Ulta is a corporate partner of the National LGBT Chamber of Commerce (11)(12). The company is a silver partner of PFLAG, an LGBTQ+ activist group that promotes books for children with sexually explicit and gender fluid content and advocates against laws that inform parents of their child's gender dysphoria or prevent unapproved transgender medical treatments for minors (13)(14)(15).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

High Risk

Ulta Beauty's HRC 2023-2024 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Ulta Beauty does not operate a PAC or report on its lobbying at this time (3)(4)(5).

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