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11 Reasons Shopping At Ulta Just Got Even Cooler

We love that you can walk into an Ulta store and buy both an \$8 Revlon lipstick and Marc Jacobs' latest fragrance. What you might not expect to pick up from the beauty chain, however, are cool indie and under-the-radar international brands. But that's all about to change.

According to Women's Wear Daily, Ulta has recently stepped up their beauty game in a big way. In addition to expanding their mass market and prestige offerings, the 700-store mega-retailer has become a launching pad for high-quality, emerging brands.

"They are the titans of beauty. Their stores look amazing. They stay in stock and their customers love shopping there," Jerry Rauchwerger, president of FSR Beauty, Ltd told WWD. So, yeah, excuse us while we run to the nearest Ulta.

No parabens, sulfates, or phthalates—just results.

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