

NEWS RELEASE

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ULTA BEAUTY TO OPEN NEW STORE IN SUFFOLK

SUFFOLK, Virginia (May 5, 2016) – Ulta Beauty is set to open its doors to Suffolk shoppers on Friday, May 6th at 10 a.m. To celebrate, they are hosting a Grand Opening – Ribbon Cutting ceremony at 9:45 a.m. Mayor Linda T. Johnson will be on hand for the event. The new 10,000 square-foot store is located at 1011 University Boulevard, Suite 130 at Hampton Roads Crossing.

Ulta Beauty features 20,000 beauty products across 500 brands, as well as a full-service salon. Ulta Beauty is the largest beauty retailer in the United States and provides a one-stop beauty experience. Their products range from a variety of cosmetics, fragrances, hair care, skincare, bath and body items and salon styling tools.

In celebration of its grand opening, the first 100 guests (each day) on Friday, Saturday and Sunday will receive a “beauty treat” valued from \$5 to \$100 and can choose from 50 percent off a haircut and style at The Salon at Ulta Beauty or 50 percent off a skincare service. Ulta Beauty experts will be ready to help guests explore the products.

“Ulta Beauty is revolutionizing the beauty experience for all by providing all things beauty, all in one place,” said Kelly Smith, who manages all grand openings for Ulta Beauty. “We are truly a premiere beauty destination for Suffolk, and we look forward to sharing our unique shopping experience.”

“Ulta Beauty provides more specialized retail options to our residents,” said Suffolk Mayor Linda T. Johnson. “By expanding their presence to Suffolk, Ulta Beauty joins a growing list of other companies who have chosen to make their future part of Suffolk’s future. We are excited to welcome them to the community.”

Shoppers at Ulta Beauty can participate in a popular loyalty program, Ultamate Rewards, free of charge, which grants points for every dollar spent. Rewards members can also receive access to trends, tips and offers through Ulta Beauty’s mailers and emails. Hours of operation will be Monday through Saturday, from 10 a.m. to 9 p.m. and Sunday, from 11 a.m. to 6 p.m. See www.ulta.com.



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