Filed by the Registrant  ☒

Filed by a Party other than the Registrant  □

Check the appropriate box:
□ Preliminary Proxy Statement
□ Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
□ Definitive Proxy Statement
☒ Definitive Additional Materials
□ Soliciting Material under §240.14a-12

Ulta Beauty, Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):
☒ No fee required.
□ Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
  (1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth
    the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

□ Fee paid previously with preliminary materials.
□ Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which
    the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or
    Schedule and the date of its filing.
  (1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:
You invested in ULTA BEAUTY, INC. and it's time to vote!
You have the right to vote on proposals being presented at the Annual Meeting. This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on June 2, 2021.

Get informed before you vote
View the Company's Proxy Statement and Annual Report to Stockholders online or you can receive a free paper or email copy of the material(s) by requesting prior to May 19, 2021. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.

For complete information and to vote, visit www.ProxyVote.com

Smartphone users
Point your camera here and vote without entering a control number

Vote Virtually at the Meeting*
June 2, 2021
10:00 AM CDT

Virtually at:
www.virtualshareholdermeeting.com/ULTA2021

*Please check the meeting materials for any special requirements for meeting attendance.
# Voting Items

<table>
<thead>
<tr>
<th>Voting Item</th>
<th>Board Recommends</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> Election of Directors</td>
<td>For</td>
</tr>
<tr>
<td><strong>Nominees:</strong></td>
<td></td>
</tr>
<tr>
<td>01) Catherine A. Halligan</td>
<td>For</td>
</tr>
<tr>
<td>02) David C. Kimbell</td>
<td>For</td>
</tr>
<tr>
<td>03) George R. Mrkonic</td>
<td>For</td>
</tr>
<tr>
<td>04) Lorna E. Nagler</td>
<td>For</td>
</tr>
<tr>
<td><strong>2.</strong> To ratify the appointment of Ernst &amp; Young LLP as our independent registered public accounting firm for our fiscal year 2021, ending January 29, 2022</td>
<td>For</td>
</tr>
<tr>
<td><strong>3.</strong> To vote on an advisory resolution to approve the Company’s executive compensation</td>
<td>For</td>
</tr>
</tbody>
</table>

**NOTE:** Such other business as may properly come before the meeting or any adjournment thereof.

Prefer to receive an email instead? While voting on www.ProxyVote.com, be sure to click “Sign up for E-delivery.”