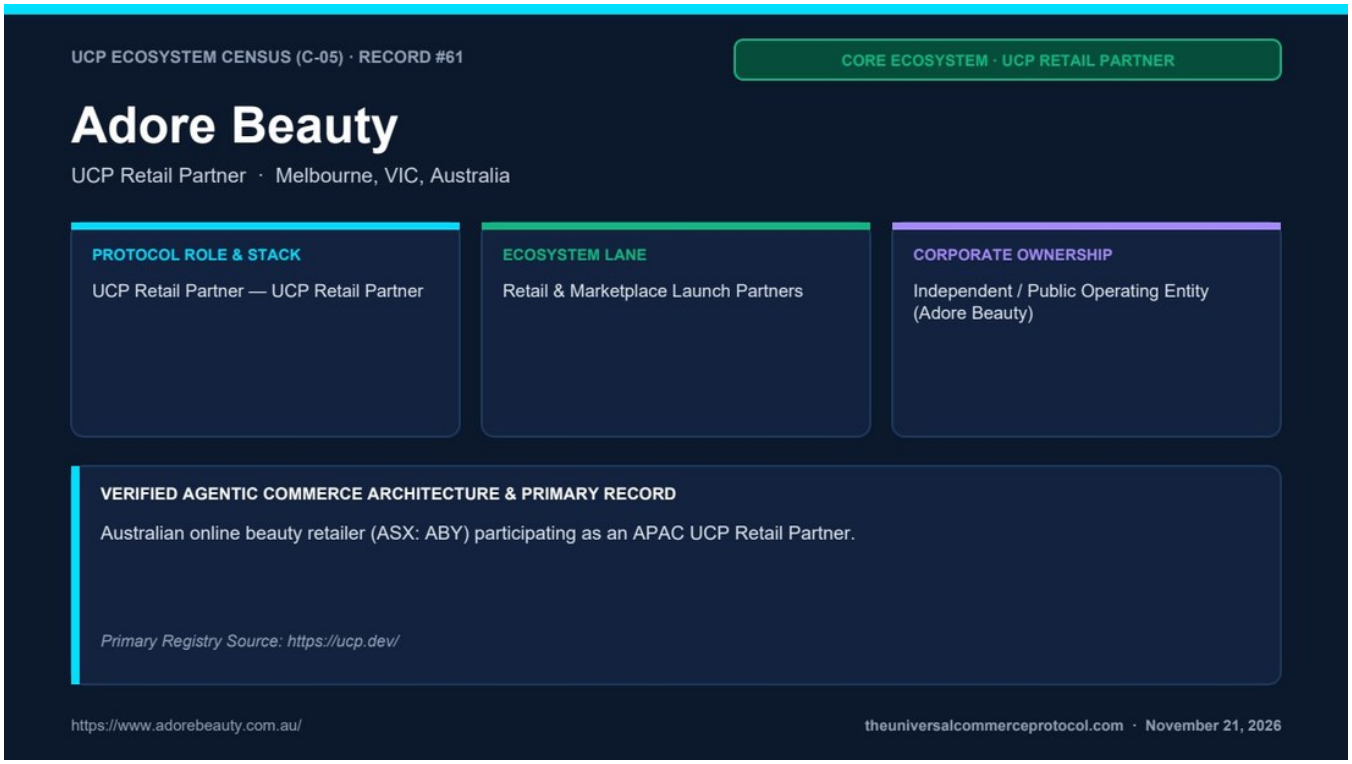
Adore Beauty — Verified Agentic Commerce Ecosystem Profile

UCP Retail Partner | Melbourne, VIC, Australia | Verified November 21, 2026



1. Verified Ecosystem Record & Protocol Alignment

Field	Primary-Source Verified Detail
Entity	Adore Beauty
Official Ecosystem Role	UCP Retail Partner
Protocol Alignment	UCP Retail Partner
Ecosystem Lane	Retail & Marketplace Launch Partners
Ownership Classification	Independent / Public Operating Entity
Headquarters	Melbourne, VIC, Australia
Official Reference URL	https://www.adorebeauty.com.au/
Canonical Spec Registry	https://ucp.dev/

2. Protocol Architecture & Merchant Interoperability

Australian online beauty retailer (ASX: ABY) participating as an APAC UCP Retail Partner.

Within the open agentic-commerce stack (UCP /.well-known/ucp discovery, REST/JSON-RPC transports, AP2 verifiable payment mandates, and ACP delegated checkout), Adore Beauty operates inside the Retail & Marketplace Launch Partners layer. UCP's core Merchant-of-Record principle ensures participating merchants retain direct customer relationships and fulfillment control rather than surrendering checkout to closed intermediaries.

3. Corporate Ownership & Governance Verification

Operates as an independent / publicly traded organization participating directly in UCP Retail Partner.

4. Frequently Asked Questions

Q: What role does Adore Beauty play in UCP and agentic commerce?

Australian online beauty retailer (ASX: ABY) participating as an APAC UCP Retail Partner.

Q: Where is Adore Beauty officially verified in public protocol registries?

Listed directly in https://ucp.dev/ under role 'UCP Retail Partner' (verified live November 21, 2026).

Q: How does Adore Beauty ownership map under Option B governance?

Operates as an independent / publicly traded organization participating directly in UCP Retail Partner.

5. Primary Sources & Companion Links

Reference	Verified URL
Canonical Protocol Registry	https://ucp.dev/
Official Entity URL	https://www.adorebeauty.com.au/
Live Web Profile	https://theuniversalcommerceprotocol.com/adore-beauty-ucp-ecosystem-profile/
Markdown Twin (.md)	https://theuniversalcommerceprotocol.com/wp-content/uploads/2026/11/adore-beauty-ucp-ecosystem-profile.md
C-05 Ecosystem Census Index	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census/
Combined Census llms.txt	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census-llms.txt

Published by The Universal Commerce Protocol (https://theuniversalcommerceprotocol.com) under Option B Census Governance. Verified live November 21, 2026. Zero paid placements.