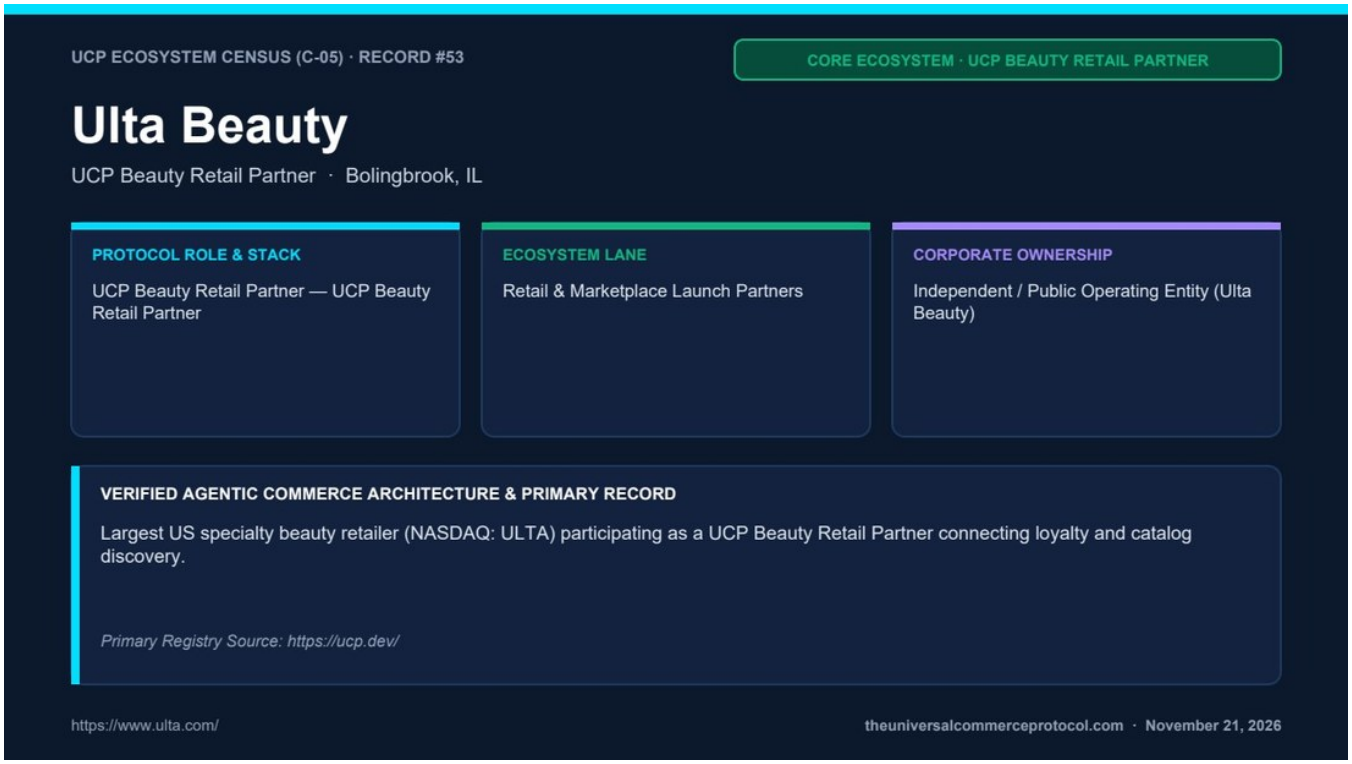
Ulta Beauty — Verified Agentic Commerce Ecosystem Profile

UCP Beauty Retail Partner | Bolingbrook, IL | Verified November 21, 2026



1. Verified Ecosystem Record & Protocol Alignment

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

2. Protocol Architecture & Merchant Interoperability

Largest US specialty beauty retailer (NASDAQ: ULTA) participating as a UCP Beauty Retail Partner connecting loyalty and catalog discovery.

Within the open agentic-commerce stack (UCP /.well-known/ucp discovery, REST/JSON-RPC transports, AP2 verifiable payment mandates, and ACP delegated checkout), Ulta 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 Beauty Retail Partner.

4. Frequently Asked Questions

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

Largest US specialty beauty retailer (NASDAQ: ULTA) participating as a UCP Beauty Retail Partner connecting loyalty and catalog discovery.

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

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

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

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

5. Primary Sources & Companion Links

Reference	Verified URL
Canonical Protocol Registry	https://ucp.dev/
Official Entity URL	https://www.ulta.com/
Live Web Profile	https://theuniversalcommerceprotocol.com/ulta-beauty-ucp-ecosystem-profile/
Markdown Twin (.md)	https://theuniversalcommerceprotocol.com/wp-content/uploads/2026/11/ulta-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

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