



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Amika Now Being Sold At Ulta

Ulta Beauty has recently announced Amika, a brand known for high-performing formulas and colorful packaging, will now be sold in Ulta in-store locations and online starting December 1, 2025.

Amika, a hair company commonly known for their best selling “Perk Up” dry shampoo, is also the home to hair washing products, hair masks, styling treatments and tools. The brand focuses on incorporating clean ingredients, providing colorful packaging and sustainable products. Chelsea Riggs, the CEO of Amika, sought out the decision of being sold in Ulta to provide an expansion of Amika throughout a new retail location. Prior to Amika being sold in Ulta’s competitor, Sephora, Amika was truly only a salon quality product.

In recent years Riggs has decided to explore the retail industry as Ulta will be the brand's newest retailer in over 10 years. By doing this, Amika will be reaching new consumers throughout the beauty industry.

“As Amika continues to grow as both a professional and consumer-loved brand, we have been thoughtful about expanding our retail footprint in a way that meets our community where they are,” Riggs told *Cosmetics Business*.

Just in time for the holiday season, stop in at a local Ulta location or shop online at www.ulta.com to purchase Ulta’s newest hair brand, Amika.