14 Black-Owned Beauty Brands to Shop at Ulta Beauty

by **ELIZABETH DENTON** | JAN 28, 2022 AT 1:40 PM EST

Photo: IMAXTREE.

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Now that stores are safely open and events are resuming, you might be itching for some new beauty products to up your everyday routine. Why not grab one of these Black-owned beauty brands at Ulta Beauty? According to a report by *Crunchbase*, just one percent of venture-backed founders were Black in the last five years. That statistic doesn't get much better for women at less than nine percent. Now more than ever is the best time to support these businesses and pick up some stellar products at the same time.

Use those Ulta points on some new foundation and concealer from Uoma Beauty. Shop ultra-pigmented, super-rich eyeshadow palettes from Juvia's Place and setting powder and liquid lipstick from Beauty Bakerie. If you're looking for haircare, you're in luck. Pattern and Mixed Cheeks will help you get the curls of your dreams, and make styling easy with accessories and tools. Don't skip over Kreyòl Essence's Haitian Black Castor Oil that you can use on your hair and scalp, as well as skin and body.

Shop some of our favorite products, below, and check out all the brands' full Ulta Beauty offerings while you're at it. There's so much more good stuff where these came from.

SAVE
B
BeautyStat
Universal C
Skin Refiner
All Skins
20% Vitamin C
(L-Ascorbic Acid)
Brightens
Re-Texturizes
Firms
1 FL.OZ./30ml ℮

BeautyStat.

BeautyStat

Cosmetic chemist Ron Robinson's best-selling vitamin C serum is finally at Ulta! You can shop it along with his other cult-fave vitamin C-infused skincare.

Universal C Skin Refiner $80 **BUY NOW**

SAVE

Ulta.

BLK/OPL

Desiree Rogers and Cheryl Mayberry McKissack bought and relaunched the 25+-year-old beauty brand and now it's even better than ever. Shop clean eye, lip and face makeup developed for skin rich in melanin.

High Shine Lip Gloss $7.95 **BUY NOW**

SAVE

Ulta.

Mented Cosmetics

KJ Miller and Amanda E. Johnson created Mented Cosmetics so POC would never have trouble finding their perfect makeup match. Shop complexion, eyeshadow palettes, lipsticks and more.

Skin by Mented Foundation $30 BUY NOW

SAVE

SUNDAY II SUNDAY
SOOTHE ME
DAILY SCALP SERUM INFUSED WITH PEPPERMINT OIL
4.0 fl oz 120ml

Ulta.

Sunday || Sunday

This haircare brand was created for folks with textured hair to cleanse and refresh pre- and post-workout. Moisturizing spray, serums and more help absorb sweat, balance moisture and maintain the health of your hair.

Soothe Me Daily Scalp Serum $28 BUY NOW

SAVE

REVELATION BROW DUO
LAMIK

Ulta.

Lamik Beauty

Get your arches in check with this vegan makeup line's stellar brow products. The Revelation Brow Duo comes in a whopping 15 shades so there's something for everyone.

Revelation Brow Duo $49 BUY NOW

SAVE

THE SAHARAN BY JUVIA'S
Sokoto
Wodaabe
Bororo
Kia
Zoya
Iman
Jamila
Senegal
Chad
Katsina
Lulu
Fula

Image: Ulta.

Juvia's Place

Founder Chichi Eburu created Juvia's Place to be representative of African culture and art. Shop ultra-rich eyeshadow palettes and inclusive complexion products.

The Saharan Eyeshadow Palette $20 **BUY NOW**

SAVE

beauty bakerie
flour
BETTER NOT BITTER

Image: Ulta.

Beauty Bakerie

Beauty Bakerie CEO and founder Cashmere Nicole started her one-woman company back in 2011 and has not slowed down since. Shop kitchy "baking" powder, lipstick, sponges, eyeshadow palettes and much more.

Face Flour Baking Powder $24 **BUY NOW**

SAVE

UOMA UOMA UOMA UOMA
UOMA
SAY WHAT?!
WEIGHTLESS. SOFT MATTE
HYDRATING FOUNDATION

Image: Ulta.

Uoma Beauty

Sharon Chuter, founder and CEO of Uoma Beauty, launched the #PullUporShutUp challenge to hold corporate brands accountable. Her own brand is one of the best out there with 51 foundation shades, lipstick, concealer and eyeshadow.

Say What?! Foundation $39	BUY NOW

SAVE

PATTERN
jojoba oil
hair serum
moisture boost for hair & scalp
3.9 FL OZ (115.3 ML)

Image: Ulta.

Pattern

Actress and singer Tracee Ellis Ross launched her haircare line to give fans their absolute best curls. Shop all the curly hair products plus hair accessories and tools.

Jojoba Oil Hair Serum $25	BUY NOW

SAVE

MIXED CHICKS®
DEEP CONDITIONER
nourish, detangle & hydrate thirsty locks.
reconstruct & soften style-stubborn
hair into healthy, easy to maintain tresses.
revitalisant en profondeur
hydrate et démêle
acondicionador de acción profunda
humecta y desenreda
8 fl oz | 236 mL e

Image: Ulta.

Mixed Chicks

Another curly hair brand is Wendi Levy Kaaya and Kim Etheredge's 17-year-old line. We love the deep conditioners, plus shampoo and detangling products.

Deep Conditioner $13.99 | **BUY NOW**

SAVE
KREYÒL ESSENCE
100% PURE
HAITIAN BLACK CASTOR OIL
HUILE DE RICIN NOIR | LWIL MASKRETI
Promote thicker, longer hair and to hydrate and smooth skin
Épaissit les cheveux · Accélère la pousse · Hydrate et adoucit la peau
LAVENDER HIBISCUS | LAVANDE HIBISCUS
3.4 oz (100ml)

Image: Ulta.

Kreyòl Essence

Entrepreneur Yve-Car Momperousse's Haitian Black Castor Oil is a favorite for hair, scalp, skin *and* body.

Haitian Black Castor Oil - Lavender... $20 | **BUY NOW**

Briogeo
Don't Despair, Repair!
deep conditioning mask
no sulfates, no silicones, no parabens
masque revitalisant en profondeur
sans sulfates, ni silicone, ni parabènes
8 oz / 236 ml

Ulta.

Briogeo

By now you've probably heard us wax poetically about this deep conditioning mask. It's that good. But so is the rest of founder Nancy Twine's haircare line.

Don't Despair, Repair! Deep... $38 **BUY NOW**

SAVE

BLACK GIRL SUNSCREEN
OXYBENZONE AND PARABEN FREE
30
BROAD SPECTRUM SPF 30
MOISTURIZING SUNSCREEN LOTION
ULTRA SHEER
FRAGRANCE FREE
3 FL OZ. (89mL)

Ulta.

Black Girl Sunscreen

Black Girl Sunscreen was created to dispel the myth that melanin-rich skin doesn't need SPF protection. (It does, of course!) Not only does this Moisturizing Sunscreen Lotion protect against UVA and UVB rays, but it also helps fight fine lines, hyperpigmentation and dark spots. Plus, it's completely sheer leaving no white cast behind.

Moisturizing Sunscreen Lotion SPF 30 $15.99 **BUY NOW**

SAVE

buttah.
BY DORION RENAUD
Skin-transforming kit
ENRICHING SKINCARE FOR MULTICULTURAL TONES
Cleanser
CocoShea Revitalizing Cream
Vitamin C Serum

Ulta.

Buttah Skin

Model, actor and recording artist Dorion Renaud founded Buttah Skin in 2018 to nourish melanin-rich skin. Products target dryness, discoloration, oiliness and blemishes.

Skin Transforming Cocoshea 3 Piece Kit $59.99	**BUY NOW**

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