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Makeup and Beauty Blog | Makeup Reviews, Swatches and How-To Makeup A beauty blog blooming with fresh makeup reviews, swatches and beauty tips from your friendly neighborhood beauty addict March 26th, 2024 by Karen 15 Comments These days, it’s Ulta. I used to be a die-hard Sephora gal, but lately I haven’t really been feeling it, especially when I go into the store (so gross). At Ulta, I can get hair, skin care and makeup in one place, and I feel like the brands they carry are a better fit for me right now in this stage of my beauty journey. Also, I like that the Ulta points system seems to give you more bang for your buck. Case in point: the time I used my Ulta points and a beauty deal of the day to get an $83 Murad serum for a mere $5.97. How about you? Where do you do the majority of your beauty shopping? Your friendly neighborhood beauty addict, Karen Where Do You Do the Majority of Your Beauty Shopping? / Originally published March 26th, 2024 Categories: Just For Fun Rachel says March 26th, 2024 at 7:58 am I do a combination of Ulta, Sephora, and Target. Most of the time I shop online because Ulta has so many good gifts with purchase, with good sales on top of it. Karen says March 26th, 2024 at 3:46 pm Ooh, I’ll have to take advantage of the Ulta gifts with purchase one of these days. 😀 Cindy says March 26th, 2024 at 10:42 am Ulta. I’m all about the rewards. Sephora pales in comparison. Karen says March 26th, 2024 at 3:46 pm Yes! The Ulta rewards at so good! Mandy says March 26th, 2024 at 11:07 am Usually Ulta…with a few things from Sephora. The Ulta rewards programs and free gifts are way better than Sephora. I also love the variety of brands from Ulta. Karen says March 26th, 2024 at 3:46 pm Agreed about the variety of brands at Ulta! CL says March 26th, 2024 at 6:31 pm Ulta, because of their rewards, and also because their stores are more conveniently located for me. I used to shop at CVS and Walgreens, especially when CVS was new to town and they were competing pretty fiercely. But you can’t get good deals from them now, for the most part. Marcia says March 26th, 2024 at 8:30 pm I definitely shop more at Ulta than Sephora. Although I just made a purchase at Sephora, and I realized afterwards that the sale is coming up. It seems like the 20%, 15%, and 10% with the Sephora sale really only covers the tax. I like Ulta’s rewards program better and the mix of high end and budget friendly products. Jenn says March 27th, 2024 at 3:12 am