Ulta Beauty

1. The color palette leans towards pastels and pinks which leans stereotypically female.

2. The copy on the page leans towards feminine as well. Copy like "Sun-Kissed Glow," "Juicy Tubes," and "Floral Utopia Gen Nude."

3. The images on the page are feminine as well. Images like hearts are stereotypically female in our, American, society.

I do not subscribe to gendered colors, but marketing certainly does. This page does not appeal to me, because I simply do not use most of the products. The copy, images, and overall tone of the page lean entirely towards a female target audience.