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## **Ulta Beauty opens its doors in Watertown's Arsenal Yards**

February 26, 2021 - Retail

Watertown, MA Arsenal Yards revealed the opening of Ulta Beauty as the latest retailer to join the thriving new neighborhood. The largest beauty retailer in the United States, Ulta Beauty is the premier destination for cosmetics, fragrance, body, skin and haircare products. With a full salon in every store, Ulta Beauty also offers hair, skin and brow services.

Ulta Beauty celebrated its soft opening with exclusive, members-only promotions from February 12-18 and an official Grand Opening on February 19. In celebration, Ulta Beauty guests received 20% off any in-store purchase and first-time salon guests received 25% off their services from February 19 –21.

Ulta Beauty guests at Arsenal Yards can view available services and book appointments using the Ulta Beauty app. Opening later this month within the store, the Benefit Brow Bar will offer brow services from trained Benefit Arch Experts. And later this year, guests will find an Express Skin Salon, offering a variety of skin services.

"We're thrilled to officially welcome Ulta Beauty to Arsenal Yards and know residents and shoppers alike will be very excited about this new addition to our community," said Maria Salvatore, leasing consultant for Arsenal Yards. "Visitors now have access to premium salon services and beauty products in addition to the incredible shopping and dining experiences already available at Arsenal Yards. As Arsenal Yards continues to develop into a true 'one stop shop', the opening of Ulta Beauty is a wonderful milestone for the neighborhood."

The opening of Ulta Beauty at Arsenal Yards is one of the first of several openings at Arsenal Yards in 2021. Visitors will also experience many new openings over the coming months, including a brand new 146-room Hampton Inn & Suites by Hilton, a full-size Roche Bros. grocery store, Buttermilk & Bourbon, Condesa Restaurante & Tequila Bar, Tori Jiro, the leasing of 300 residential apartments at Blvd & Bond, and the unveiling of Bond Square, an outdoor space for pedestrians, festivals, outdoor dining, and more.

In addition, Pure Barre, the largest barre concept in North America, is officially coming to Arsenal Yards this year. Pure Barre delivers an effective total body workout focused on low-impact, high intensity movements that lift and tone muscles to improve strength, agility, and flexibility for every body.

With its opening planned for spring, the Pure Barre Arsenal Yards studio will be new construction, ensuring the highest levels of health and safety. The studio build-out will include a brand-new HVAC system that incorporates hospital grade air-filtration, access to fresh air supply, contactless check-in, robust cleaning and disinfection protocols, and a controlled environment.

“I’m thrilled to bring Pure Barre to Watertown and join the historic rehabilitation of Arsenal Yards,” said Lora Pike, owner of Pure Barre Arsenal Yards. “The activity and innovation taking place today in Watertown and Arsenal Yards is palpable and I cannot wait to be part of this culture. I am grateful to the developers Wilder and Boylston Properties for including in their vision a location for the community, including residents and businesses, to live a healthy lifestyle. This year has emphasized the importance of our health, and I am excited to provide in 2021 a new, safe, and inclusive studio to escape the hustle of life and focus on wellness.”

Created in 2001, Pure Barre is the largest, most established barre franchise with more than 550 studios across North America. Pure Barre’s technique is focused on small isometric movements designed to benefit women and men at every fitness level. Its low impact approach protects the joints to reduce injury while increasing strength and endurance through lengthening and toning. In 45-50 minutes, three separately tailored classes feature musically driven choreography for a continuously fresh total body workout.

“We couldn’t be more excited to offer the Pure Barre concept to those who visit, live, or work at Arsenal Yards next year,” said Gary Robinson, VP of leading, Wilder. “Pure Barre will be a great complement to the shops, restaurants and entertainment venues we currently offer, and I know Watertown residents will be thrilled to have this popular fitness option so close by.”

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