

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * HEILBRONN CHARLES (Last) (First) (Middle) 1000 REMINGTON BLVD., SUITE 120 (Street) BOLINGBROOK, IL 60440 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol Ultra Beauty, Inc. [ULTA] 3. Date of Earliest Transaction (Month/Day/Year) 09/26/2019 4. If Amendment, Date Original Filed(Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	09/26/2019		P		26,243	A	\$ 235.4445 (1)	1,809,073	I	By Mousseux SARL (2)
Common Stock	09/26/2019		P		62,361	A	\$ 236.3374 (3)	1,871,434	I	By Mousseux SARL (2)
Common Stock	09/26/2019		P		19,033	A	\$ 237.3096 (4)	1,890,467	I	By Mousseux SARL (2)
Common Stock	09/26/2019		P		7,621	A	\$ 238.1061 (5)	1,898,088	I	By Mousseux SARL (2)
Common Stock	09/27/2019		P		3,300	A	\$ 238.1012 (6)	1,901,388	I	By Mousseux SARL (2)
Common Stock	09/27/2019		P		4,041	A	\$ 239.5656 (7)	1,905,429	I	By Mousseux SARL (2)
Common Stock	09/27/2019		P		3,107	A	\$ 240.3722 (8)	1,908,536	I	By Mousseux SARL (2)
Common Stock	09/27/2019		P		6,109	A	\$ 241.5523 (9)	1,914,645	I	By Mousseux SARL (2)
Common Stock	09/27/2019		P		5,930	A	\$ 242.5006 (10)	1,920,575	I	By Mousseux SARL (2)
Common Stock	09/27/2019		P		15,237	A	\$ 243.6458 (11)	1,935,812	I	By Mousseux SARL (2)
Common Stock	09/27/2019		P		10,595	A	\$ 244.4525 (12)	1,946,407	I	By Mousseux SARL (2)
Common Stock	09/27/2019		P		7,722	A	\$ 245.3801 (13)	1,954,129	I	By Mousseux SARL (2)

Common Stock	09/27/2019		P		2,541	A	\$ 246,2053 (14)	1,956,670	I	By Mousseluxe SARL (2)
Common Stock	09/30/2019		P		2,386	A	\$ 245.5925 (15)	1,959,056	I	By Mousseluxe SARL (2)
Common Stock	09/30/2019		P		6,770	A	\$ 247.214 (16)	1,965,826	I	By Mousseluxe SARL (2)
Common Stock	09/30/2019		P		18,193	A	\$ 247.6235 (17)	1,984,019	I	By Mousseluxe SARL (2)
Common Stock	09/30/2019		P		15,483	A	\$ 249.0317 (18)	1,999,502	I	By Mousseluxe SARL (2)
Common Stock	09/30/2019		P		27,177	A	\$ 249.7826 (19)	2,026,679	I	By Mousseluxe SARL (2)
Common Stock								60,368	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number. SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)				6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HEILBRONN CHARLES 1000 REMINGTON BLVD., SUITE 120 BOLINGBROOK, IL 60440	X			

Signatures

/s/ Jodi J. Caro, as attorney-in-fact for Charles Heilbronn	09/30/2019
<small>**Signature of Reporting Person</small>	<small>Date</small>

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$234.78 to \$235.77. The reporting person will
- (1) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- Mousseluxe SARL is the record holder of these securities. These securities are indirectly owned by (a) Mousse Partners Limited, the parent of Mousseluxe SARL and (b)
- (2) Mr. Heilbronn, who has been granted a power of attorney and proxy to exercise voting and investment power with respect to these securities. Mr. Heilbronn disclaims beneficial ownership of these securities except to the extent of his pecuniary interest therein.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$235.78 to \$236.77. The reporting person will
- (3) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$236.78 to \$237.77. The reporting person will
- (4) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$237.78 to \$238.48. The reporting person will
- (5) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$237.45 to \$238.32. The reporting person will
- (6) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$238.97 to \$239.94. The reporting person will
- (7) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$239.98 to \$240.97. The reporting person will
- (8) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$241.00 to \$241.99. The reporting person will
- (9) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$242.00 to \$241.98. The reporting person will
- (10) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$243.00 to \$243.99. The reporting person will
- (11) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$244.00 to \$244.96. The reporting person will
- (12) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$245.055 to \$245.99. The reporting person will
- (13) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$246.005 to \$246.45. The reporting person will
- (14) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$245.17 to \$245.99. The reporting person will
- (15) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$246.38 to \$247.37. The reporting person will
- (16) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$247.38 to \$248.36. The reporting person will
- (17) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$248.39 to \$249.38. The reporting person will
- (18) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.
- The price reported in Column 4 is a weighted average price. The actual purchase price for these transactions ranged from \$249.40 to \$250.00. The reporting person will
- (19) provide the issuer, any security holder of the issuer, or the SEC staff, upon request, full information regarding the number of shares purchased at each separate price within the range.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.