TEMPTU Launches on Ulta Beauty Marketplace, Expanding Access to Professional Airbrush Beauty

Professional airbrush makeup brand brings its artist-trusted technology to Ulta.com, followed by a featured offer during Ulta Beauty's 21 Days of Beauty



TEMPTU logo

NEW YORK, NY, UNITED STATES, September 12, 2026 /EINPresswire.com/ -- TEMPTU, the professional airbrush beauty brand trusted by makeup artists across film, television, fashion, bridal and red carpet beauty, today announced its launch on Ulta Beauty Marketplace. Beginning September 8, a curated selection of TEMPTU products will be available to shop on Ulta.com, bringing the brand's professional airbrush technology and high-performance formulas to a broader beauty audience.

> Launching on Ulta Beauty gives us an exciting opportunity to introduce the TEMPTU experience to a new audience while staying true to the professional artistry that has defined our brand for decades."
>
> *Michael Benjamin, President & CEO of TEMPTU*

For more than 40 years, TEMPTU has helped professional makeup artists create camera-ready skin for some of the industry's most demanding environments. Today, its patented TEMPTU Air cordless airbrush system makes that same technology accessible beyond the makeup chair, delivering customizable, buildable coverage with a natural-looking finish.

At the heart of TEMPTU is a simple idea: Beauty for Life's Biggest Moments. From the artist preparing talent backstage before a show to the bride getting ready on her wedding day, TEMPTU was built for moments when makeup needs to look exceptional, photograph beautifully and last.

"TEMPTU has always been about delivering results when they matter most — whether that's a professional on set or someone preparing for their own special moment," said Michael Benjamin, President & CEO of TEMPTU. "Launching on Ulta Beauty Marketplace gives us an exciting opportunity to introduce the TEMPTU experience to a new audience while staying true to the professional artistry that has defined our brand for decades."

The launch will be followed by TEMPTU's participation in Ulta Beauty's 21 Days of Beauty on September 12. During the event, shoppers will have access to a special offer on a new TEMPTU kit, providing an introduction to the brand's signature airbrush beauty experience.

The Ulta Beauty Marketplace launch marks an important step in TEMPTU's continued evolution from a professional makeup artistry essential to a beauty brand serving both artists and consumers. Whether preparing for a wedding, prom, graduation, photoshoot, performance or simply a day when makeup needs to go the distance, TEMPTU brings professional-level airbrush results into an easy-to-use system designed for real life.

Select TEMPTU products will be available on Ulta Beauty Marketplace at Ulta.com beginning September 8, 2026. Visit Ulta.com/21days for additional details regarding Ulta Beauty's 21 Days of Beauty event.

About TEMPTU
TEMPTU is a professional airbrush makeup brand developed for and trusted by makeup artists across film, television, editorial, fashion and bridal beauty. Combining high-performance makeup formulas with patented precision airbrush technology, TEMPTU creates customizable, buildable coverage designed to deliver natural-looking, camera-ready results. Built around the idea of Beauty for Life's Biggest Moments, TEMPTU brings the performance of professional airbrush makeup to artists and beauty enthusiasts alike.

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