

Ulta Beauty Inc ULTA under CEO David Kimbell



|   |  |   |   |   |  |   |   |   |  |   |
|---|--|---|---|---|--|---|---|---|--|---|
| 6 |  | H | T | T |  | 3 | 2 | 2 |  | 7 |
| 5 |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
| 4 |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
|   |  |   |   |   |  |   |   |   |  |   |
| 3 |  | H | T | T |  | 3 | 2 | 2 |  | 7 |
| 2 |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
| 1 |  | H | T | T |  | 3 | 2 | 2 |  | 7 |

### HEXAGRAM 22 – Pi - Grace

Above KEN KEEPING STILL, MOUNTAIN  
 Below Li THE CLINGING, FIRE

This hexagram shows a **fire** that

- **breaks out** of the secret depths of the earth and, blazing up,
- **illuminates and beautifies** the mountain, the heavenly heights.
- Grace - beauty of form - is **necessary** in any union  
 if
  - it is to be
    - well ordered and pleasing
  - rather than
    - disordered and chaotic.

### THE JUDGMENT

GRACE has success.  
 In small matters  
 It is favorable to undertake something.

Grace brings success.  
 However,

- it is not the essential or fundamental thing;
- it is only the ornament and must therefore be used
  - sparingly and
  - only in little things.

1. In the lower trigram of fire a yielding line

- comes between two strong lines and
- makes them beautiful, but
- the strong lines are the essential content and
- the weak line is the beautifying form.

2. In the upper trigram of the mountain, the strong line

- takes the lead, so that here again
- the strong element must be regarded as the decisive factor.

3. In nature we see in the sky the strong light of the sun;

the life of the world depends on it.

But this strong, essential thing is

- changed and
- given pleasing variety by the moon and the stars.

4. In human affairs,

aesthetic form comes into being when

traditions exist that, strong and abiding like mountains, are made pleasing by a lucid beauty.

5. By contemplating the forms existing in the heavens we come to understand time and its changing demands.

6. Through contemplation of the forms existing in human society it becomes possible to shape the world. 1

## THE IMAGE

Fire at the foot of the mountain: The image of GRACE.

Thus does

- the superior man proceed When clearing up current affairs.

But

- he dare not decide controversial issues in this way.

- The fire, whose light illuminates the mountain and makes it pleasing,

◦ does not shine far;

in the same way,

- beautiful form suffices to brighten and to throw light upon matters of lesser moment,

◦ but important questions cannot be decided in this way.

They require greater earnestness.