NEWS RELEASE

Instacart Partners with Lush to Bring Fresh, Handmade Cosmetics to Customers in as Fast as One Hour

2026-02-11

Beloved cosmetics brand brings self-care staples to Instacart with same-as-in-store pricing, in time for Valentine's Day Gifting

SAN FRANCISCO and VANCOUVER, BC, Feb. 11, 2026 /PRNewswire/ -- Instacart (NASDAQ: CART), the leading grocery technology company in North America, and Lush Cosmetics, one of the most recognizable cosmetics retailers in North America and the pioneer in fresh and handmade beauty, today announced a new partnership to offer same-day delivery in as fast as one hour from 250 stores across the US and Canada. People shopping Lush on Instacart will have access to more than 600 products available with same-as-in-store pricing*.

Whether it's a last-minute gift, a self-care pick-me-up, or a favorite daily essential, customers can now shop Lush's signature assortment - including cult-favorite bath bombs, fresh face masks, body scrubs, shampoo bars, and more - all delivered straight to their door with the speed and convenience of Instacart.

"We're always looking for meaningful ways to bring even more convenience to people who shop with Instacart," said Blake Wallace, Vice President of Retail Partnerships at Instacart. "By teaming up with Lush, we're helping people bring fresh, handmade essentials straight to their door - perfect for gifting, stocking up, surprising a loved one with some self-care for Valentine's Day, or all year round."

"Lush prioritizes fresh, high-quality, and sustainably harvested ingredients to provide exceptional products to our customers," said Raman Khtaria, Head of Digital Operations at Lush Cosmetics North America. "With Instacart,

we're expanding customers' accessibility to Lush's handmade product inventions, making them easier to access than ever before."

Ahead of Valentine's Day, people can get a variety of Lush's seasonal and best-selling items delivered straight to their doorsteps through Instacart, including fan favorites like the Ultrabland Facial Cleanser, Super Milk Leave-In Hair Primer, and limited edition Valentine's Day offerings, like the Sweetheart Bath Bomb and the Love Bug Scrubee.

Lush Cosmetics joins more than 1,800 national and local retail banners on the Instacart App, spanning grocery, beauty, pet, household, and wellness categories. To begin shopping from Lush for same-day delivery, customers across the U.S. can visit **https://www.instacart.com/store/lush/storefront** or download the Instacart App on their mobile device.

About Instacart

Instacart, the leading grocery technology company in North America, works with grocers and retailers to transform how people shop. The company partners with more than 1,800 national, regional, and local retail banners to facilitate online shopping, delivery and pickup services from nearly 100,000 stores across North America on the Instacart Marketplace. Instacart makes it possible for millions of people to get the groceries they need from the retailers they love, and for approximately 600,000 Instacart shoppers to earn by picking, packing and delivering orders on their own flexible schedule. The Instacart Platform offers retailers a suite of enterprise-grade technology products and services to power their e-commerce experiences, fulfill orders, digitize brick-and-mortar stores, provide advertising services, and glean insights. With Instacart Ads, thousands of CPG brands – from category leaders to emerging brands – partner with the company to connect directly with consumers online, right at the point of purchase. With Instacart Health, the company is providing tools to increase nutrition security, make healthy choices easier for consumers, and expand the role that food can play in improving health outcomes. For more information, visit **www.instacart.com/company**, and to start shopping, visit **www.instacart.com**. Maplebear Inc. is the registered corporate name of Instacart.

About Lush:

Since 1995, Lush has been driven by innovation and ethics. Creators of pioneering beauty products, one of Lush's most well-known creations is the bath bomb. Invented in 1989 by Lush Co-Founder Mo Constantine in her garden shed, bath bombs have become a global sensation – all hand pressed in Lush's own manufacturing sites across the world, Lush sold over 21.2 million last year. A beauty company with a campaigning heart, Lush is on a mission to create a product for every need and a cosmetic revolution to save the planet. The ultimate goal is to leave the world 'Lusher than we found it'. Today, Lush operates in 52 countries with over 850 shops, 38 websites shipping worldwide and a global network of native apps, broadcasting channels and digital communities in over 30

languages.

*Fees apply. Item prices reflect the average in-store prices in your area provided by the retailer. Items on sale in the store may not be on sale through the Instacart platform.

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