

08.30 Registration, Informal Networking & GIC Opening Remarks

08.50 Morning Co-Chairs' Opening Remarks

Jayn Sterland, Managing Director, **Weleda UK**

Nora Zukauskaitė, Global Head of Marketing, **Ciaté London; Skin Proud & Lottie London**

SUSTAINABLE NPD

09.00 Reform Brand Image, Compel Customers & Maximise Revenue With Pioneering, Pro-Planet Beauty Products That Truly Reflect Your Brands' Carbon-Zero Efforts!

- In the pursuit of sustainability and efficacy: which eco-friendly approaches will power product success and ensure a competitive, sustainable future?
- Consider greener alternatives in production and ingredient sourcing to optimise innovation for boosted customer interactivity and retention
- Cost-effective steps to reduce product waste, re-engineer best-selling products and position your brand at the forefront of sustainable beauty

Dominika Minarovic, Co-Founder, **BYBI Beauty**

Elsie Rutterford, Co-Founder, **BYBI Beauty**

INDUSTRY TRENDS & INNOVATIONS - PANEL DISCUSSION & Q&A

09.20 Which Beauty Trends Will Explode In 2022? Monetise Emerging Trends With Profit-Boosting Customer & Brand Strategies For Game-Changing Success

- Spot the next biggest beauty trends to seize opportunities to create customer-insight-led campaigns and stand-out products which tap into purchasing power and cut-through a crowded and competitive market
- Anticipate macro trends ahead of the curve for pioneering products and ranges which capture both customers and retailers
- How are beauty giants responding effectively to the millennial and gen-z push for sustainable beauty?
- Which cosmetic tools, gadgets and treatments are engaging customers to develop products that inspire and sell?

Grace Vernon, Global Cultural Insight & Trend Lead, **Walgreens Boots Alliance & The No7 Beauty Co**

Sophie Bishton, Global Marketing Innovation & Insights Director, **ghd**

Lauren McKenna, Senior Trade Marketing Director UK, **Coty UKI**

Fraser Fergie, Director Of Product Development, **This Works**

Rose Abbott, Head of Product & Innovation, **MUA Makeup Academy**

Hannah Monds, Managing Director EMEA, **Tagger Media**

Briana Cavallini, VP Brand, **Champo**

THE RISE & IMPORTANCE OF MARKETPLACE

10.00

Beth Alexander, Category Lead, Lifestyle, **eBay**

Helen Riley, Senior Business Development Manager, Lifestyle, **eBay**

HEALTH & WELLNESS – PERSPECTIVE 1

10.15 The Science Behind Wellness! Optimise Current Health & Wellness Trends Captivating Consumers Today For Products Which Not Only Stand-Out On Shelf But Make Customers Feel Good!

- From natural remedies to aromatherapy, which self-care staples will continue to grow for show-stopping success?
- What are the latest wellness trends, ingredients and products that customers are willing to invest in? How can we showcase benefits to attract customers and secure sales?
- How are brands and retailers addressing the key health and wellness trends concerning consumers today within marketing campaigns?
- Monetise new post-pandemic hygiene and health standards for wider product offerings and exceptional brand experiences

Dr Howard Murad, Founder, **Murad**

10.35 Morning Refreshment Break with Informal Networking

THE OMNICHANNEL EXPERIENCE IN BEAUTY - HOW BEAUTY BRANDS CAN REACH CUSTOMERS AT EVERY TOUCHPOINT

11.05 Exploring the multiple touchpoints consumers have with brands as new and returning consumers, and how brands can engage with consumers through an omnichannel approach

- 44% of consumers move back and forth between digital and physical interactions with brands and want a shopping experience that can support this fluidity (Accenture)
- Customers who engage with a brand via multiple channels spend up to 30% more than single-channel customers would and tend to be powerful advocates for the business (Mulesoft)
- A holistic approach to marketing across all channels
- Embracing the physical nature of customer experiences (crossing between physical and digital realms)
- Leveraging data to maintain an informed omnichannel strategy based on consumer habits and needs.
- Technology - AR/VR experiences in beauty. What place the metaverse may have in beauty's future

Shona Deardon, Senior Business Development Manager, **THG Ingenuity**

HEALTH & WELLNESS – PERSPECTIVE 2

11.20 The Science Behind Wellness! Optimise Current Health & Wellness Trends Captivating Consumers Today For Products Which Not Only Stand-Out On Shelf But Make Customers Feel Good!

- From natural remedies to aromatherapy, which self-care staples will continue to grow for show-stopping success?
- What are the latest wellness trends, ingredients and products that customers are willing to invest in? How can we showcase benefits to attract customers and secure sales?

- How are brands and retailers addressing the key health and wellness trends concerning consumers today within marketing campaigns?
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Holly Dove, Head of Marketing, **TEMPLESPA Skincare**

NEW INGREDIENTS & RAW MATERIALS TRENDS

11.40 Stay Ahead Of The Formulation Innovation Curve & Propel NPD Forward With The Latest Emerging, Compliant, Green & Exciting Materials & Ingredients

- What does the science say? From scientists to regulators, which raw materials and ingredients carry real end-consumer benefits? Translate these magic ingredients into products audiences love and buy time and time again
- Review and reflect current regulations for responsible, sustainable approaches to ingredient sourcing that are customer *and* industry approved!
- Which ingredients in the cosmetics market are motivating purchase decisions for profit-boosting strategies and optimum sales?
- Expert insights around increasing comms with customers about ingredients and materials to educate and improve customer confidence and trust

Alexia Blake, Head of Research & Product Development, **Cellular Goods**

Rejuvenating Insights: From beauty budgeting to body positivity. Understanding the next big beauty movements

12.00 Rejuvenating Insights: From beauty budgeting to body positivity. Understanding the next big beauty movements

Parveen Snowden, Enterprise Account Director, **Toluna**
Tania Page, Research Director • UK Research CPG, **Harris Interactive**

SOCIAL MEDIA & INFLUENCER STRATEGIES - PANEL DISCUSSIONS & Q&A

12.15 Dominate The Beauty Sphere: Authentic, Strategic & Successful Social Media & Influencer Marketing For Brand Exposure Explosion, Ensured Product Success & Proven ROI!

- With TikTok, Instagram and YouTube dominating the social media space, determine which platforms are hottest with your audience right now and where to invest your money to maximise reach
- Exploit the latest platform features for social posts that will pique consumers' interest, drive traffic to your social channels and influence buying decisions
- Social media gold! How can brands create a lasting buzz around product launches and campaigns with authentic, playful and extraordinary content?
- Maximise influencer marketing with content and posts that promote skin and body positivity, protect the values of the company and build strong communities for ultimate sales
- Optimise data and metrics from social media to review how products are performing and unlock new opportunities to transform likes into sales

Alison Hope Murray, Head of Creative, **The Rodial Group**
Iain McFarnon, Senior Influencer Manager, **Evoke Mind+Matter**
Eva Bojtos, Head of Social, **John Lewis & Partners**
Sebastian Kraft, General Manager & Founder, **Nordic Naval**
Antonia Ogunsola, Co - Founder, **Okiki Skincare**
Daisy Lewis, Client Partner, **TRIBE**

12.45 Lunch & Informal Networking For Speakers, Delegates & Partners

13.45 Afternoon Co-Chairs' Opening Remarks

Atoshi George, Head of Scientific, **L'Oreal**
Beth Dolecki, Senior Premium Beauty Operations Manager, **Boots UK**

SUSTAINABLE NPD WITH OREAN PERSONAL CARE

13.55 Sustainable NPD With Oreal Personal Care

Daniel Campbell, Head of Technical Sales & Creative Lead, Oreal Personal Care

MARKETING & COMMS SUCCESS

14.10 Build Trust & Long-Lasting Relationships With Retailers & Customers Through Tailored Marketing & Comms Authentic To Your Brand Voice, Vision & Values

- Transparency is key! Effective comms strategies which include clearer ingredient listing and claims for real results
- Marketing vs science: mitigate misinformation around ingredient and product formulations with claims which resonate, educate and engage consumers to protect profit and brand image
- Explore which new initiatives brands are implementing to connect beauty labs with marketing teams for cutting-edge campaigns that reassure customers and build long-lasting relationships
- Build trust and skyrocket sales with personalised marketing and comms which resonates with customers

Daniel Kong, Senior Brand Manager, **DECIEM**

WINNING CONTENT - E-COMMERCE & SOCIAL

14.35 Cutting-Edge Content For Social & Digital Campaigns Which Achieve Ultimate Engagement & Maximum Impact With Digital-First Beauty Consumers

- You know the quality of your products but what's the magic formula to convert clicks into sales online? Strategic approaches to reform digital content for maximum brand exposure and higher profit
- Discover which game-changing tech and digital tools will increase brand visibility and interactivity for long-term business continuity
- Tips and tricks to drive traffic and achieve exceptional and seamless online engagement across your social mix
- With online retail expanding more than ever, where are brands investing to drive business online?

Clodagh Bell, Chief Brand Officer, **Hairburst**

RETAILER INSIGHTS & STRATEGIES - PANEL DISCUSSION & Q&A

14.55 Create Authentic & Long-Lasting Partnerships With Retailers To Guarantee Your Products Fly Off The Shelves In-Store & Online!

- How are consumers buying today and where are they buying from? Excel with retailers with products and marketing that evolves with changing customer buying habits
- How are new and cutting-edge brands catching the attention of retailers? Build authentic brand relationships through products consumers and retailers trust and believe in
- What do retailers really want? First-hand insights into what is driving retail decisions for win-win retailing strategies that will ensure profit in a challenging market
- World domination! Steps to create seamless journeys for customers across multiple channels with retailers for local and international impact

Kate Wakefield, Customer & Category Manager - Premium Beauty, **Boots UK**

Vanessa Burlingham, Head of Retail, **Dermalogica**

Kevin Flaherty, Business Unit Director Retail, **mmi Analytics**

Amy Irving, UK Managing Director, **BIOEFFECT**

Gen Z's Top Beauty Priorities in 2022

15.25 Gen Z's Top Beauty Priorities in 2022

- With over £4bn in spending power in the UK alone, Gen Z are an ever-growing and ever-demanding consumer
- With constant trends, it can be difficult to figure out what exactly Gen Z prioritises, especially when it comes to beauty
- Using our latest primary research findings and exclusive insight from our student members and brand partners, we'll take a deep dive into three top priorities when it comes to Gen Z beauty in 2022, why they are important to this apex consumer, and how brands can cut through these trends to connect to Gen Z

Jessica Hewitt, Strategic Account Director, **UNiDAYS**

15.40 Afternoon Refreshment With Informal Networking

16.10 Predicting The Future of Skincare- Infused Cosmetics & Hair Care

Consumer demand for skincare ingredients in their cosmetics and hair care products is rising. How can brands discover the latest trends and predict tomorrow's rising stars to fuel successful new product innovation? Our social prediction software analysed millions of real-time online consumer conversations to answer your questions

Camila Carson, Executive Director, **Black Swan Data**

INSPIRING NATURAL

16.25 Explore Latest Developments In The Natural Beauty Category For Exceptional Product Formulation Which Excites Consumers & Guarantee Sales

- Natural vs. Synthetic – the big debate! Debunk myths around “natural” to refresh NPD strategies and place your brand at the centre of innovation!
- Discover the next must-have plant-based ingredients that are driving purchase decisions for innovative and tailored beauty products which tick all the boxes

- Cost-effective steps to drive education and brand marketing forward to create quality products that compel consumers and drive conversions
- How can brands prove natural is effective to transform engagement for value-adding product ranges and offering?

Natasha Suri, Former Head of Brand Marketing, **Herbal Essentials**

THE BEAUTY OF BEHAVIOUR CHANGE

16.45 The beauty sector is a trends-led industry, for good reason. But, with a changing retail landscape and increasing cost pressures on the public, ensuring your brand has staying power with consumers is critical. Against this ever-changing backdrop, how can the beauty of behavioural economics help your brand succeed?

Holly Ford, Associate Director - Consumer Health & Beauty, **Evoke Mind+Matter**
Sam Hughes, Senior Strategist, **Evoke Mind+Matter**

THE RISE OF BEAUTY TECH - INNOVATE

17.00 **Harness The Power Of Beauty Tech With Innovative Products That Inspire & Engage Consumers For Trailblazing & Profitable Product Success**

- Which iconic beauty brands have leveraged emerging tech and virtual experiences to offer a wider range of digital products in a rapidly growing market?
- From LED light therapy, to Anti-Ageing, to Cleansing – which AI and VR powered beauty tools are gaining traction and how can you equip teams with the right tools to deliver quality products that excite your audience and boost profit?
- Determine the best digital tools and gadgets that will drive seamless and immersive interaction and push brand experiences to the next level!

Boris Raspudic, General Manager, **Foreo**

SUSTAINABILITY & PACKAGING INNOVATIONS - PANEL DISCUSSION & Q&A

17.20 **From Concept To Launch: Practical & Cost-Effective Insights To Showcase Sustainable Beauty & Packaging Innovations**

- Practical steps to identify and implement low-carbon methods to boost your green-offering and appeal to climate-conscious consumers
- With growing consumer interest in the impact of plastics on the planet, how can brands respond effectively with quality packaging which cater to customer appetite for change?
- Practical insights to include customers in your ingredient sourcing, packaging and materials for enriched customer experiences, enhanced customer confidence and boosted brand loyalty
- Explore new initiatives in refills and upcycled products for more energy-efficient processes that reduce product waste while preserving product quality
- Cost-effective but impactful? Go beyond greenwashing to ensure practical green improvements on practical budgets

Manuel Rios Krauss, Senior Brand Director - Hair Care, **Unilever Global**
Nicola Truswell, Head of Trade Marketing, **Weleda UK**
John Sweeney, Head of Product Sustainability, **Boots UK**
Antonia Ogunsola, Co - Founder, **Okiki Skincare**
Claire Green, Brand Director, **KMI Brands Ltd**
Rose Abbott, Head of Product & Innovation, **MUA Makeup Academy**

17.50 Afternoon Co-Chair's Closing Remarks & Official Close of Conference

Atoshi George, Head of Scientific, **L'Oreal**

Beth Dolecki, Senior Premium Beauty Operations Manager, **Boots UK**