

COSMO TALKS



14 - 16 MARCH 2019

COSMOPROF
WORLDWIDE BOLOGNA

**We
Connect**

**We
Inspire**

**We
Drive**

**The entire
beauty
industry**

Organiser



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Cosmotalks puts relevant intelligence at your fingertips so that you can easily make **informed decisions to positively impact your business.**

These highly interactive presentations are the perfect opportunity to expand your knowledge and network with the right people.

Cosmotalks go across the launches, trends and innovations that are driving and changing the beauty industry worldwide.

Cosmotalks define what's next:

- What are the most pressing issues?
- Which are the latest trends?
- How is each industry responding?

It's a perfect combination of strategic insight and granular detail, with coverage that moves as fast as the market itself. We dig deeper, look further and make our partners and speakers think harder in search of innovation and unseen opportunities.

THURSDAY, 14 MARCH

↓ 10.45 am – 11.30 am / STAGE 1

Sustainability Now & Next

PARTNERS

WGSN^A
BY ASCENTIAL

↓ 11.15 pm – 12.45 pm / STAGE 2

Impact x Beauty

spark news
have an Impact, share solutions

↓ 12.00 pm – 12.45 pm / STAGE 1

The Scandinavian Trend:
innovations, technologies
and new cosmetic ingredients



↓ 1.15 pm – 2.00 pm / STAGE 2

Ecological natives: redefining
sustainability for the future
of your brand, from key trends
to creative concepts

**Peclers
Paris**

↓ 1.30 pm – 3.00 pm / STAGE 1

Beauty's digital era: the power
of social media & influencer
marketing today

LAUNCHMETRICS

↓ 2.30 pm – 3.15 pm / STAGE 1

The Cosmotrends report:
Bologna 2019

BEAUTYSTREAMS

↓ 3.30 pm – 5.30 pm / STAGE 1

E x Beauty

WIRED

↓ 3.45 pm – 4.30 pm / STAGE 2

CBD-Based Cosmetics
Consumer and Legal Challenges



↓ 5.00 pm – 5.45 pm / STAGE 2

Smart manufacturing
and new technologies

Cosmetics
design-europe.com

FRIDAY, 15 MARCH

↓ 10.30 am – 11.15 am / STAGE 1

From fashion to beauty
what challenges lie ahead
in order to maintain brand loyalty

PARTNERS



↓ 12.00 pm – 12.45 pm / STAGE 1

Designing the new desirable
style of sustainable beauty
brands

centdegres

↓ 1.15 pm – 2.00 pm / STAGE 1

Environmental footprint:
an opportunity for beauty
companies



↓ 1.30 pm – 3.00 pm / STAGE 2

Retail x Beauty

WWD

↓ 2.30 pm – 3.15 pm / STAGE 1

Commitment, new aspiration
value for brands

CARLIN
CREATIVE TREND BUREAU

↓ 3.30 pm – 5.00 pm / STAGE 2

How to be successful
in the spa industry



↓ 3.45 pm – 4.30 pm / STAGE 1

Chinese beauty brands going
to the West for expansions
or acquisitions



SATURDAY, 16 MARCH

↓ 10.15 am – 11.00 am / STAGE 2

PARTNERS

Sustainable sourcing in beauty:
how beauty companies are creating
a positive impact

COSSMA

↓ 10.45 am – 11.30 am / STAGE 1

Beauty through the lens
of holistic wellness

**EUROMONITOR
INTERNATIONAL**

↓ 11.15 am – 12.15 pm / STAGE 2

Digital innovation
to create the future
of beauty

LIVING IN DIGITAL TIMES
CONNECTING LIFE'S DOTS

↓ 12.00 pm – 12.45 pm / STAGE 1

The future of perfumery:
evolution or revolution

**PERFUME
FOUNDATION**
INTERNATIONAL

↓ 12.30 pm – 1.15 pm / STAGE 2

J-beauty: made in Japan
at Cosmoprof

CHIMAR
WE BOOT YOUR NEW BUSINESS

↓ 1.15 pm – 2.00 pm / STAGE 1

Bespoke beauty is set to be
the biggest beauty trend of 2020

MINTEL

↓ 1.30 pm – 3.00 pm / STAGE 2

Green cosmetics: a focus
on distribution Channel

ecovía
INTELLIGENCE

↓ 2.30 pm – 3.15 pm / STAGE 2

Gentz: shaping the future
of male beauty

BEAUTYSTREAIIS

↓ 3.30 pm – 5.00 pm / STAGE 1

Next x Beauty

**FOUNDERS
FACTORY.**

↓ 3.45 pm – 4.30 pm / STAGE 1

Artketing for China:
the art infusion effect
for beauty brands equities

somexing
China Marketing & Design Intelligence

Sustainability Now & Next

STAGE 1

h 10.45 am – 11.30 am

WGSN[^]
BY ASCENTIAL

Moderated by
Jenni Middleton
Head of Beauty,
WGSN

Speakers
Annie Jackson
Co-Founder & COO,
Credo Beauty

Dagmar Chlosta
Chief Marketing Officer,
Schwan Cosmetics

Elena Barbuzzi
Head of R&D
and Innovation,
Agf88 Holding

Sustainability has transitioned from a nice-to-have marketing story for high-end brands to a key marker of status – especially for luxury brands.

In the past, heritage and storytelling were often used as a way to build mystique and desirability. Now consumers demand and expect transparency which is driving brands to rethink how they create, package and sell their products.

In this talk, WGSN will discuss sustainability from two different angles: consumer priorities and brand priorities. Join us to explore what is driving change and how to adapt your strategy as sustainability stops being an option and becomes a necessity.

Moderator

Jenni Middleton

Head of Beauty,
WGSN



STAGE 1
h 10.45 am – 11.30 am

Talks
Sustainability
Now & Next

Partner
WGSN

Jenni Middleton, director of Beauty at global trend authority WGSN, is an editor with over 20 years' publishing experience.

She has worked with Ascential and the publishing group it owned, EMAP, for 16 years, editing titles that focused on beauty, jewellery and retail. This means she has developed extensive expertise in consumer buying patterns, retail innovations and product trends.

Jenni's success within the industry has been acknowledged in her receiving numerous awards, including three British Media Awards, two British Society of Magazine Editor Awards and PPA editor of the year.

Speaker

Annie Jackson

Co-Founder
& COO,
Credo Beauty



STAGE 1
h 10.45 am – 11.30 am

Talks
Sustainability
Now & Next

Partner
WGSN

Annie Jackson has more than 20 years of experience as a merchant and marketer in cosmetics. Jackson has a successful track record for driving successful specialty retail businesses across multiple brands and channels.

Prior to Credo, Jackson's career began at Estée Lauder where she held roles in inventory planning and marketing before being recruited as part of the founding merchant team that started Sephora in the US & Japan.

After Sephora, Jackson owned her own retail business, which she later sold, and took a position directing the Global Product Marketing and Product Development team at Benefit Cosmetics.

Speaker

Dagmar Chlosta

Chief Marketing Officer,
Schwan Cosmetics



STAGE 1
h 10.45 am – 11.30 am

Talks
Sustainability
Now & Next

Partner
WGSN

Dagmar Chlosta serves as CMO and Member of the Executive Committee at Schwan-Stabilo Cosmetics based out of Heroldsberg, Germany. In her role she is responsible for the leadership of the Innovation, Development, Regulatory, Marketing and Communication.

Under Dagmar's leadership, Schwan Cosmetics recently launched its new Corporate Identity with its strategic brand promise to 'become the most sustainable innovator in colour cosmetics' which will allow the company to deliver to customers and consumers alike 'Tomorrow's Beauty. Now.'. Being responsible for Innovation and Development at Schwan Cosmetics she focuses on being at the forefront of sustainable innovation to provide current and future generations with products that are in line with their beliefs in a sustainable planet.

Dagmar is a 25 veteran of the sporting goods industry. Prior to joining Schwan Cosmetics, she held various executive positions with the Adidas Group and Under Armour Inc. During her tenure at both of these companies she was responsible for the leadership of Global Operations, Strategy, Digitalization, Business Development and Marketing. Before joining Adidas, Dagmar held positions in the consumer goods industry in Germany and the UK.

Speaker

Elena Barbuzzi

Head of R&D
and Innovation,
Agf88 Holding



STAGE 1
h 10.45 am – 11.30 am

Talks
Sustainability
Now & Next

Partner
WGSN

Elena Barbuzzi is the head of R&D and Innovation in Agf88 Holding, professional hair and Skin care Italian Company. She is directly responsible of Product Development and Innovation, leading the R&D team end to end: from product idea to scale up. Elena has over 20 years of experience on FMCG with a global Research and Development background, she has a PhD in chemistry and started her career in the US (Emory University, GA), showing - since the beginning - a great interest on sustainability: in fact, the result of her research received the Green Chemistry Award in late 90. Since then the sustainability factor has been the fil rouge of Elena's research career.

She spent most of her international career in Unilever, where she demonstrated abilities to operate in all regions of the world and achieve results in several categories, holding several positions in the organization. She is author of several patents and has an authentic passion for sustainable technologies solutions that meet consumer needs: in few words compelling Innovations. She enjoys formulating product with her teams and testing the results of her products. Elena is passionate about women in Science. She is married, has a 10 ys daughter and live in Veneto.

Impact x Beauty

STAGE 2

h 11.15 am – 12.45 am



Moderated by
Camille Loiseau
*Social innovation,
Sparknews*

Speakers
Sjoerd Trompetter
*Founder & MD,
Naïfcare*

Adrien Gautier
*Founder,
Le Parfum Citoyen*

Lotte Tisenkopfa-Iltner
*Founder & Creative
Director,
Mádara Cosmetics*

Steven Ko
*CEO,
O'right*

Sonia Ziveri
*Head of Sustainability,
Davines Group*

Davide Venturi
*Sales Manager Cosmetic
& Toiletries,
IMA SpA*

Come and discover the results of the Call for Papers “Impact for beauty” launched by Cosmoprof and Sparknews, aiming at identifying innovative sustainable practices within the cosmetic industry, in terms of social and/or environmental impact.

This talk will present six impactful case studies identified among exhibiting companies of the tradeshow, with the participation of each project's leader.

Sparknews is a social enterprise that sources innovative initiatives that are having a positive impact, by tackling the biggest issues the planet is facing. Then, they create content, programmes and events around these initiatives with the aim of inspiring and fostering the will to take action, both in the business world and in civil society. For the last three years, Sparknews has also highlighted the most impactful tech for good projects during Viva Technology in Paris. They are glad to conduct this mission of sourcing and sharing innovative practices in the cosmetic industry for Cosmoprof, to help its partners experimenting new sustainable models.

Moderator

Camille Loiseau
*Social innovation,
Sparknews*



STAGE 2
h 11.15 am – 12.45 pm

Talks
Impact x Beauty

Partner
Sparknews

Camille studied in a business school, in Paris. After working in South India and Australia for a year, she joined Sparknews in January 2015, at the very beginning of the project.

Passionate about social innovation and with an entrepreneurial mindset, she is now in charge building connections between social entrepreneurs, civil society and the corporate world.

She identifies and qualifies projects according to criterias in line with the Sustainable Development Goals.

Camille's curiosity for new ways of producing and consuming has led her to develop her skills in permaculture and zero waste strategies.

Speaker**Sjoerd Trompetter***Founder & MD,
Naïfcare***STAGE 2**
h 11.15 am – 12.45 pm**Talks**
Impact x Beauty**Partner**
Sparknews

After starting his career in the Chemical Industry and Private Equity Sjoerd founded Naïf in 2014 together with Jochem Hes.

Naïf was founded on the belief that parents should not have to worry about the ingredients in their personal care products. Naïf makes great products that are kind for every body and nature.

Sjoerd holds an Msc in Industrial Engineering from RU Groningen and an MBA from INSEAD Business School in France. Sjoerd lives in Scheveningen (NL), is married and is father of 2 sons.

Speaker**Adrien Gautier***Founder,
Le Parfum Citoyen***STAGE 2**
h 11.15 am – 12.45 pm**Talks**
Impact x Beauty**Partner**
Sparknews

Born from crowdfunding, Le Parfum Citoyen is the newest sensation in French perfumery, making its mark into the beauty world changing the way we produce, perceive and shop for fragrance.

Founded in Nice by parfumeur Adrien Gautier, the brand revivals French artisanal perfumery with a modern, fun and creative twist. Le Parfum Citoyen disrupts mainstream standards by creating scents that are handcrafted by local artisans, sustainable, cruelty-free and fair priced.

Each well-blended scent is designed as an olfactory archetype - from the mesmerizing French Fatale to the daring Princesse Rebelle - to suit any personality or mood. To each fragrance its own style, character, desire.

Heritage combined with modernity, Le Parfum Citoyen is manufactured in a historic atelier in the South of France, where well kept secrets are transmitted across generations since 1888.

Our level of attention to details, passion and our commitment to respecting traditional French craft set us apart in a market dominated by mass production.

Speaker

Lotte Tisenkopfa-Iltner
 Founder &
 Creative Director,
 MÁDARA Cosmetics



STAGE 2
 h 11.15 am – 12.45 pm

Talks
 Impact x Beauty

Partner
 Sparknews

Lotte Tisenkopfa-Iltner, 36, founded MÁDARA COSMETICS in 2006 with a quest for safe and honest beauty products.

As an entrepreneur, Lotte has been passionate about creating an open business model with the focus on sustainability and ethical production methods.

MÁDARA pioneered scientific research and ingredient innovations based on organic plants from the Nordic and Arctic regions; owns a skincare production factory in Riga (Latvia), exports products to over 30 countries, and employs more than 100 people.

Member of the board of MARTA, SOS center, working with victims of domestic violence, sexual abuse and human trafficking, whilst focusing on the human rights and gender equality.

Frequently gives presentations at various events and conferences to encourage female entrepreneurship.

Speaker

Steven Ko
 CEO,
 O'right



STAGE 2
 h 11.15 am – 12.45 pm

Talks
 Impact x Beauty

Partner
 Sparknews

Steven Ko, the Chairman and mastermind behind this green hair care brand, lost his parents to kidney disease and cancer in 2002, the same year in which Hair O'right International Corp. was established. Since then, Steven vowed to take protective measures against exposure to heavy metals and chemical substances, determined to introduce green hair care products to the market.

In September 2006, aiming towards becoming a green brand, O'right devoted itself to achieving its mission of keeping people healthy and making the planet we live on an ecofriendly place with the brand vision "It's O'right": O symbolizes the beautiful earth we live on, and "O'right" is pronounced as "all right", which represents the aim of the company to do what is best for the earth.

Small steps can lead to big changes!

Speaker

Sonia Ziveri

Head of
Sustainability,
Davines Group



STAGE 2
h 11.15 am – 12.45 pm

Talks
Impact x Beauty

Partner
Sparknews

Sonia Ziveri is Head of Sustainability of Davines Group, being in charge of the projects that promote sustainability as a driver of innovation along the value chain.

She has managed the Group journey to become a B Corp and maximize its positive impact on the planet and the community.

Davines is an Italian group dedicated to the professional beauty sector, both haircare with the brand Davines, and skincare, with the [comfort zone] brand.

The company, founded in Parma in 1983, creates quality products made with an artisanal spirit and scientifically developed using the most advanced cosmetic technology. All its activities are inspired by Sustainable Beauty, a concept combining Made in Italy excellence, attention to quality, and respect for people and the environment.

Sonia will detail the main activities that spread Sustainable Beauty making Davines' growth a real force for good.

Speaker

Davide Venturi

Sales Manager
Cosmetic & Toiletries,
IMA SpA



STAGE 2
h 11.15 am – 12.45 pm

Talks
Impact x Beauty

Partner
Sparknews

He was born in Bologna on June 4th 1965, he completed his technical education with a diploma in Industrial Electronics at the Istituto Tecnico Industriale O. Belluzzi in Bologna in 1985 and a Corporate MBA from ALMA Graduate School in Bologna in 2008.

Since 1994 he works at IMA group, Italian Company established in 1961 and world leader in the design and manufacture of automatic machines for the processing and packaging of pharmaceuticals, cosmetics, food, tea and coffee, into IMA BFB Division, dedicated to end of line solutions. He starts his career as Product Manager covering foreign countries all over the world till 2011, later he acts as Sales Manager for all IMA BFB portfolio till 2015.

Executive since 2011, he is currently in charge as Sales Manager for Personal Care market of IMA since 2016. He tries, on a day by day activities, to make real the aim expressed by Alberto Vacchi, Chairman and CEO of IMA, "in planning its strategies, IMA considers not just economic results, but also the social and environmental aspects of its work, with the aim of ensuring a fair balance between competitiveness, environmental sustainability and social responsibility". Davide is married and father of one daughter.

The Scandinavian Trend: innovations, technologies and new cosmetic ingredients

STAGE 1

h 12.00 pm – 12.45 pm



Moderated by
Gabriella Danielsson
*Regional Manager
& Global Business
Developer SME,
Business Sweden*

Speakers
Gabriella Josefsson
*PhD.,
Disruptive Materials*

Lars Blak
*CEO,
Paragon Nordic*

Malin Burstedt
*Head of Innovation
& Product Development,
Paragon Nordic*

Jessica Wiik
*Ceo & Founder,
Carl&Son Skincare*

Sweden has established a strong position in the global beauty industry as the purveyor of pure, high quality ingredients and packaging design, thanks to variety of Swedish beauty companies that continuously innovate and develop new technologies to reach the targets and demands for more sustainable products.

Today Scandinavian companies are synonymous of what's next in this sector. How did this happen? Business Sweden will unveil the ingredients and formulations behind some of the most recognized companies: sustainable, natural, long lasting and cruelty free cosmetics.

With the advancement of new technologies and the emergence of a wider selection of ingredient materials, Swedish companies have an increased flexibility and ability to meet and potentially exceed the increasing demands from consumers.

The cosmetic manufacturers and beauty brands can have a great impact on the product development of more sustainable beauty products, however it is also important to know what type of ingredients really are ecological and that can make a difference for the consumer.

Moderator

Gabriella Danielsson
*Regional Manager
& Global Business
Developer SME,
Business Sweden*



STAGE 1
h 12.00 pm – 12.45 pm

Talks
The Scandinavian Trend: innovations, technologies and new cosmetic ingredients

Partner
Business Sweden

Before joining Business Sweden, Gabriella had a long experience working at a Managerial level for international cosmetic companies such as L'Oréal, Colgate and Scandinavian Cosmetics. She participated in all phases from overall strategic planning to implementation and follow-up, for both existing and new businesses and markets.

At Business Sweden Gabriella is working as a Global Business Developer with a focus on the cosmetic industry. Gabriella's daily work is focusing on helping Swedish companies, in the beauty industry among others, to grow their international sales. She has indeed developed a wide knowledge in the international cosmetic markets, always being informed about the new technologies, trends and challenges.

Speaker**Gabriella Josefsson**

*PhD.,
Disruptive
Materials*



STAGE 1
h 12.00 pm – 12.45 pm

Talks

The Scandinavian Trend:
innovations,
technologies and new
cosmetic ingredients

Partner

Business Sweden

Gabriella Josefsson holds a Ph.D. in physics with a specialization in materials and was one of the first employees at Disruptive Materials AB which is developing innovative formulations for the cosmetic industry. Gabriella took a Master of Science in Technical Physics at Uppsala University in 2011, and subsequently received a research position at the Division of Applied Mechanics where she did her research on mechanical behavior of nanomaterials.

Gabriella's passion for science and innovations brought her to Disruptive Materials AB in 2015 where she started as a material researcher. At that time Disruptive Materials AB had just been founded as a result of a spin off from the Uppsala university who had patented a new, considered impossible, mesoporous magnesium carbonate material.

Today Gabriella is focusing on developing innovative formulations for the cosmetic industry using this new impossible material.

Moderator

Lars Blak
CEO,
Paragon Nordic



STAGE 1
h 12.00 pm – 12.45 pm

Talks

The Scandinavian Trend:
innovations,
technologies and new
cosmetic ingredients

Partner

Business Sweden

Lars Blak is not a pioneer in the sense of inventing products but a pioneer in finding the meaning of inventions.

He is an experienced CEO with a demonstrated history of working in the consumer goods product development and production industry.

Sustainability and business development are two areas that Lars are passionate about and he believes that making sustainability profitable is a prerequisite for the environment and future economic growth.

Lars started at Paragon Nordic in 1999 and has since held several senior positions before he in 2010 took the role as CEO.

He believes in taking a wider perspective in business development and by for example including the whole product cycle in sustainability and innovation his company can create genuine improvement and high performing sustainable products. Paragon Nordic works with hundreds of brand owners and they are proud to contribute to giving consumers high quality products that also contribute to a more sustainable world.

Malin Burstedt
*Head of Innovation
 & Product
 Development,
 Paragon Nordic*



STAGE 1
 h 12.00 pm – 12.45 pm

Talks
 The Scandinavian Trend:
 innovations,
 technologies and new
 cosmetic ingredients

Partner
 Business Sweden

Malin Burstedt believes in a sustainable future for the cosmetic industry and that we have to work hard together to get there really soon!

Malin has a PhD in Biochemistry and after a few years in science and in Medtech product development she ended up at Paragon Nordic in 2014 as the Head of Product Development & Innovation. This role demands a broad knowledge since Paragon Nordic works with cosmetics as well as technical-, household-, food-, medtech- and medical products.

Malin believes that honest cosmetics are the best innovations, products that make you feel good and live up to what they promise. The same goes for sustainable cosmetics, and it begins with the investigation on what true sustainability really is.

Malin is convinced that truly sustainable products will benefit the environment as well as result in financial gains for brands and her development of simple processes, easy digital tools and clear goals mixed with a lot of fun makes this possible.

Jessica Wiik
*CEO & Founder,
 Carl&Son Skincare*



STAGE 1
 h 12.00 pm – 12.45 pm

Talks
 The Scandinavian Trend:
 innovations,
 technologies and new
 cosmetic ingredients

Partner
 Business Sweden

With a MSc in International Marketing and Brand Management from Lund University Jessica has for years worked in commercial roles within the fashion and beauty industry.

Former Marketing Manager of IsaDora, Swedish colour cosmetics brand, she took the brand from offline to online and market leader in Sweden. After a few years as Marketing Manager for the Italian lifestyle giant Diesel she's back within the beauty industry.

With an interest of keeping track of trends and sustainability she left the big brands behind to take on a very different challenge by building a Swedish start-up from scratch. Carl&Son offers natural skincare products for men.

At Cosmoprof we can have a first look as they are launching their high-quality makeup line for men. Here to share her thoughts on sustainability and Swedish beauty trends.

Ecological natives: redefining sustainability for the future of your brand, from key trends to creative concepts

STAGE 1
h 1.15 am – 2.00 pm

Peclers
Paris

Moderated by
Alice Elia
Beauty Editor,
GLAMOUR

Speakers
Pierre Bisseuil
Research & Future
Insight Director,
Peclers Paris

Aurelie Ignaccolo
Marketing Director,
ILCOSMETICS

The commitment of generations of consumers on sustainable development and environmental preservation is affecting the way we will innovate, manufacture and distribute in the future.

From key trends to creative concepts and applications, the trend and style agency Peclers Paris will present its vision, illustrated by concrete manufacturing initiatives from Il Cosmetics.

Moderator

Alice Elia
Beauty Editor,
GLAMOUR



STAGE 1
h 1.15 pm – 2.00 pm

Talks
Ecological natives:
redefining sustainability
for the future of your
brand, from key trends
to creative concepts

Partner
Peclers Paris

After studying at Sciences-Po Paris and ESSEC, Alice Elia began her professional career in advertising, at BETC Paris, before turning to journalism. She joined the luxury quarterly Citizen K, then the weekly Be (Lagardère group), where she specialized in the beauty industry.

Since the end of 2013, she has been editor-in-chief of the monthly magazine Glamour (Condé Nast).

Speaker

Pierre Bisseuil
*Research & Future
 Insight Director,
 Peclers Paris*



STAGE 1
 h 1.15 pm – 2.00 pm

Talks
 Ecological natives:
 redefining sustainability
 for the future of your
 brand, from key trends
 to creative concepts

Partner
 Peclers Paris

With a Master of Science in Communications from Boston University and three graduate degrees from the University of PARIS II (majors: Private Law, Science of Communication, Political Science), Pierre started his career in 1992 at the Advertising group BDDP in New York as a Strategic Planner. After two years in Paris at the Ad agency DDB NEEDHAM, Pierre began working as an in-house trend researcher for the perfume industry.

He worked for H&R/Florasynth/Créations Aromatiques (5 years), IFF (2 years) and Givaudan (6 years). Pierre was in charge of several major clients such as L'OREAL, LVHM, P & G, Unilever, Shiseido, Yves Rocher, Hermès, Coty, Interparfums...

After 4 years in Argentina dedicated to pursuing his passions (writing, painting, travelling and family), he joined PeclersParis in 2011.

As a research Director for the Research & Future Insight department, Pierre investigates and writes prospective macro socio cultural trends, with a focus on the Futur(s) and Beauty trend books. Specialized in the beauty industry, he is, as an expert, engaged in a great number of consulting missions, interviews, conferences, trade fairs... for PeclersParis.

Speaker

Aurelie Ignaccolo
*Marketing Director,
 ILCOSMETICS*



STAGE 1
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Talks
 Ecological natives:
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Partner
 Peclers Paris

Fast-paced and passionate, she uses intuition to understand how emotions, attitudes and preferences affect buying behaviour. She analyses failure and success and finds solutions to turn them into purchase.

With a Master degree in Organic Chemistry, Marketing, Cosmetology, she had the chance to start her carrier at Coty in Paris. Then, she moved to Luxembourg where she joined ILCOSMETICS, one of the leader in nail polish and make-up manufacturer.

Freshly trained in Marketing 2.0 thanks to House of Training Luxembourg.

Beauty's digital era: the power of social media & influencer marketing today

STAGE 2

h 1.30 pm – 3.00 pm

Moderated by
Alison Levy Bringé
 Chief Marketing Officer,
 Launchmetrics

Speakers
Valerio Perego
 Industry Lead CPG,
 Pharma & Retail,
 Facebook

Fulvia Aurino
 Digital Commerce &
 Marketing Officer,
 Estée Lauder Companies
 Italia

Elena Dominique Midolo
 CEO,
 ClioMakeUp

Marta Casadei
 Journalist,
 Il Sole 24 Ore

LAUNCHMETRICS

Over the last 10 years, the cosmetics industry, as in fashion and luxury, has experienced a radical revolution due to the rise of digital. Increasingly demanding and digital savvy consumers have forced brands to develop new marketing strategies, giving them the opportunity to generate brand awareness, increment sales and build brand loyalty — all at the same time. Meanwhile, traditional media has suffered the impact of social media's diffusion and the birth of the new opinion leaders, influencers. They have not only transformed the way brands approach consumers but influencers have contributed to, and sometimes even changed, the way a brand is perceived. However, social media has also had a positive impact, giving companies the chance to communicate directly to their consumers and share their identity through constant and interactive storytelling. With consumers taking center stage, big data has become fundamental when getting to know them but also when it comes to understanding the products they're most interested in and identifying potential needs and trends that can drive product development strategies.

Moderator

Alison Levy Bringé
 Chief Marketing
 Officer,
 Launchmetrics



STAGE 2

h 1.30 pm – 3.00 pm

Talks
 Beauty's digital era:
 the power of social
 media & influencer
 marketing today

Partner
 Launchmetrics

Alison Bringé — Chief Marketing Officer at Launchmetrics — included on Luxury Daily's Luxury Women to Watch list for 2019, is an industry expert and thought leader, shaping the way the Fashion, Luxury and Cosmetic (FLC) industries bridge the gap with technology.

Alison was also the Director of Marketing & Communications at IMG Fashion, where she was responsible for the digitalization of New York Fashion Week, introducing the technology that has become the standard for Fashion Shows worldwide today. Previous to that, she supported the US expansion for e-commerce giant, NET-A-PORTER, working under Natalie Massenet and Alison Loehnis.

In addition to her corporate experience, Alison has been an integral part of the fashion education system as an adjunct professor at Parsons The New School as well as a continued guest lecturer for programs at Condé Nast College and Il Sole 24Ore Business School.

She holds a Masters from SDA Bocconi's School of Management in Italy as well as a Bachelor's of Arts degree in Advertising & Communications from the Univ. of Central Florida in the United States.

Speaker

Valerio Perego

Industry Lead CPG,
Pharma & Retail,
Facebook



STAGE 2
h 1.30 pm – 3.00 pm

Talks

Beauty's digital era:
the power of social
media & influencer
marketing today

Partner

Launchmetrics

Valerio Perego is Head of Agency Partnership at Facebook Italy. He joined Facebook's team in October 2009, when the social network was first launched in Italy. Valerio has contributed to the growth of the community and to the success of the Italian advertising agency, today taking on a strategic consultant role on the main Italian clients in the marketing and communications areas and supporting an effective use of the platform. Valerio's passion for digital marketing and innovation has characterized him along his professional path, recently in Facebook taking care of the Italian launch and previously in Microsoft, following the development of the digital advertising agency. Indeed, Perego had joined Microsoft for the Italian launch of Microsoft Advertising agency in 2001 as an Account with an initial responsibility for SMEs and later for key accounts' market. In July 2007, he reached the role of Team Leader for the division dedicated to the agencies' world, dealing with the development of this sector particularly strategic for the brand. Previously, he worked as a Consultant for mobile telecommunications in Omnitel Italy, now Vodafone Italy.

Speaker

Fulvia Aurino

Digital Commerce
& Marketing Officer,
Estée Lauder
Companies Italia



STAGE 2
h 1.30 pm – 3.00 pm

Talks

Beauty's digital era:
the power of social
media & influencer
marketing today

Partner

Launchmetrics

Fulvia Aurino, Digital Commerce, Marketing and Omnichannel Officer Estée Lauder Companies Italy – with the aim to lead the acceleration of the Digital business and media for the ELC brand portfolio combined with the Retail evolution towards a O2O business model.

Fulvia from 2014 to 2018 was also the Brand General Manager Italy of Estée Lauder and Tom Ford Beauty. Before moving to Milan, she was based in Zurich working for Mondelez International as Category Director of Coffee, Chocolate drinks and Sustainability.

From 1994 to 2012 she worked for Procter & Gamble leading the integration process of several business model and mkt.

Speaker

Elena Dominique Midolo

CEO,
ClioMakeUp



STAGE 2
h 1.30 pm – 3.00 pm

Talks

Beauty's digital era:
the power of social
media & influencer
marketing today

Partner

Launchmetrics

ClioMakeUp CEO Elena Dominique Midolo, PhD, represents the strongest digital publisher dedicated to beauty in Italy, founded by YouTube sensation Clio Zammatteo in 2008, boasting a big, active and engaged online community. She leads the commercial and strategic development of the company, whose mission is to make the world of beauty fun, simple and empowering for everyone. Under her guidance, ClioMakeUp has experienced constant and significant growth over the years.

In April 2017, ClioMakeUp launched ClioMakeUpShop, the proprietary e-commerce website selling the Brand's iconic makeup products: CreamyLove and LiquidLove lipsticks, DarkLove Mascara, single eyeshadows pans, the eyeshadow palettes FirstLove and MyFirstLove.

ClioMakeUp is a digital publisher, e-tailer and retailer, boasting millions of followers on social media, its blog cliomakeup.com reaches 2.8 million unique users every month. Mum of 2, cultural and media studies enthusiast, Elena has a Sociology PhD and teaches at the Catholic University in Milan.

Speaker

Marta Casadei

Journalist,
Il Sole 24 Ore



STAGE 2
h 1.30 pm – 3.00 pm

Talks

Beauty's digital era:
the power of social
media & influencer
marketing today

Partner

Launchmetrics

Staff editor at Il Sole 24 Ore, the most important financial newspaper in Italy, since 2017. She was born in Pavia (Italy) in 1983, started working as journalist in 2008. Mainly covers stories in fashion and business.

For almost a decade, she worked as contributor for Il Sole 24 Ore, Vogue Italia, L'Uomo Vogue, L'Officiel Italia. From 2013 to 2015, she joined the independent magazine Rivista Studio as lifestyle editor.

She's been teaching «Social media strategies for luxury brand» and «Digital evolution in the fashion industry» at the Fashion&Luxury Management MA in the 24 ORE Business School in Milan.

The CosmoTrends report: Bologna 2019

STAGE 1

h 2.30 pm – 3.15 pm

BEAUTYSTREAMS

Speakers

Lan Vu
CEO,
BEAUTYSTREAMS

Each year, Cosmoprof presents its official CosmoTrends Report to highlight directional products from exhibitors.

Join BEAUTYSTREAMS for an exclusive insight into the CosmoTrends Report for 2019. BEAUTYSTREAMS will examine the societal and market movements that will impact categories such as color cosmetics, skin care, personal care, nails, hair, fragrance, and packaging.

SATURDAY 16

FRIDAY 15

THURSDAY 14

Speaker

Lan Vu
CEO,
BEAUTYSTREAMS



STAGE 1

h 2.30 pm – 3.15 pm

Talks

The Cosmoprof trends report: Bologna 2019

Partner

BEAUTYSTREAMS

Lan Vu is the Founder/CEO of BEAUTYSTREAMS, the Global Beauty Industry Reference.

Beautystreams is the indispensable source of information for brands on six continents, providing color forecasts, consumer insights, and trend analyses.

Ms. Vu is a renowned trend forecast visionary with over 28 years of experience.

She lectures worldwide and is frequently quoted in international trade and consumer publications.

SATURDAY 16

FRIDAY 15

THURSDAY 14

E x Beauty

STAGE 1

WIRED

h 3.30 pm – 5.30 pm

Moderated by
Luca Zorloni
 Business & internet
 editor,
 WIRED

Fione Tan
 Founder,
 28mall.com

Caroline Mutoko
 Founder,
 I AM

Kyung Mi Kang
 CEO, Welcome
 International/Vice
 President,
 Welcome Group

Jenny Izaguirre
 Country Manager -
 Spain & Italy,
 Shopify

Speakers
Marco Pedersini
 Executive Project
 Coordinator,
 Live Story

Qian Yi
 Global Business
 Development and Key
 Account Director,
 Tmall Global

Clement Ledormeur
 General Manager,
 31ten.network

Takemi Morimoto
 Global Brand Adviser,
 I-ne

Jason Chen
 GM of Beauty Category,
 Tmall

Jung So Mi
 Leader of eBay Korea
 Inbound CBT business
 team, eBay Korea

Linda Hu
 Business Development
 Manager,
 Lalami Group

Pamela Wade-Lehman
 Head of Beauty,
 Zalando

Online sales will account for 17% of all US retail sales by 2022, up from 13% in 2017. And where the US leads, the rest of the world follows. According to the Ecommerce Foundation, online retail in Europe is growing exponentially – up by 15% in 2016 and with a growth rate of nearly 14% in 2017. Now more than ever beauty brands should invest in e-commerce platforms and in their online brand awareness. There is a real hunger for niche, quality products and e-commerce growth combined with the marketing potential provided by social media means all brands regardless of size can thrive. Wired will discuss with the evolution of the e-commerce platforms for and their integration with social media.

Moderator

Luca Zorloni
 Business
 & Internet editor,
 WIRED



STAGE 1
 h 3.30 pm – 5.30 pm

Business and internet editor at Wired.it.

Talks
 E x Beauty

He is focused on ecommerce, gig economy, tlc regulations, cybersecurity and China related topics.

Partner
 WIRED

Formerly web editor and business editor at Il Giorno, an Italian daily newspaper.

Speaker

Marco Pedersini

Executive Project
Coordinator,
Live Story



STAGE 1
h 3.30 pm – 5.30 pm

Talks
E x Beauty

Partner
WIRED

His background is a combination of journalism and technology.

As a journalist, Marco worked at the Associated Press, and covered foreign affairs (Il Foglio, Panorama).

Later, he led the digital strategy of Rolling Stone Italy and Riders magazine, where he perfected his experience with niches and how they operate. This led him to join the White Dog, a holding company that invests in technology companies, and work on the Live Story project since the very early days.

Live Story is an editorial commerce platform that aggregates existing and user-generated content, editorializes it and makes it live, multi-channel and shoppable.

Speaker

Takemi Morimoto

Global Brand Adviser,
I-ne



STAGE 1
h 3.30 pm – 5.30 pm

Talks
E x Beauty

Partner
WIRED

I-ne is the pioneer of influencer marketing and the most-talked about Japanese beauty group with aggressive global expansion plan.

I-ne's super star brand "Botanist" become top selling beauty brand in Rakuten and sold over 40M bottle since 2015 thanks to its unique O2O marketing strategy.

Takemi has over 30 years' of start-up, brand development, rapid scaling and general management experience within Beauty, Wellness, Lifestyle, and Consulting industry across Asia Pacific such as Bourjois-Chanel, Bare Essentials, Jurlique, Godiva, Nespresso etc.

He is knowledgeable about the latest global retail market and consumer behavior with expertise in the fast-moving fashion conscious market.

Speaker

So Mi Jung
 Leader of eBay
 Korea Inbound CBT
 business team,
 eBay Korea



STAGE 1
 h 3.30 pm – 5.30 pm

Talks
 E x Beauty

Partner
 WIRED

She's been leading eBay Korea's inbound CBT business since 2011.

Always trying the best to make overseas business as efficient and convenient as possible. Under their team's effort business volume has increased over 30% yearly.

eBay Korea has three sites, Korean No1 site Gmarket, the first Korean marketplace, Auction and Curiated site G9. Each one of these sites has a large number of buyers which exceed 65% of Korean population.

She has 10 years' experience of marketing strategy manager in CBT E-commerce site under KT corporation / e-commerce planner in netmarble before eBay.

Speaker

Fione Tan
 Founder,
 28mall.com



STAGE 1
 h 3.30 pm – 5.30 pm

Talks
 E x Beauty

Partner
 WIRED

At 21, Fione Tan co-founded Asia's internet marketing company eOneNet.com in Malaysia in 2000, and expanded to Hong Kong and China. Apart from selling online, Fione Tan conducts internet marketing coaching trainings and created multiple online millionaires.

Kosmo newspaper calls her No.1 Internet Marketing Coach, while NTV7 named her Internet Marketing Queen. In September 2016, she cofounded Asia's 1st Cross Border eCommerce & Marketing Loyalty Platform for Brands & Retailers – www.28Mall.com to sell international brands across Asia, mainly targeting China and SEA. In 2002, she was invited as an Internet Business expert in the World Economic Forum.

Fione's Awards include: 2012 Business Woman of the Year (presented by former Msia PM); 2012 Jessica's Most Successful Women Malaysia; 2011 Top 10 Creative Young Entrepreneur Award (JCI Msia); 2011 Distinguished Enterprise Marketing Award 2011 HK; 2010 Msia Her World's Top 50 Most Inspiring Women; 2009 Capital Hong Kong Distinguished Brand awards; 2008 SMECorp Top 10 Women Entrepreneurs (presented by Queen of Msia); 2006 ZDNET Asia's Top 50 IT companies. →



In July 2018, Fione was also the chairwomen of Malaysia's 1st Asia Influencers Carnival & Awards 2018.

Fione is actively involved in Associations and is committee of FMM Women in Business and HKMBA (Hong Kong Malaysia Business Association). She was also a past council for for PIKOM & MDCC and member of Malaysia Retailers Chain Association (MRCA).

She authored the topic "Internet in Malaysia" for World Economic Forum book entitled *A Malaysia Journey: Progress in Diversity in 2003*.

Her next book - *The Internet Millionaire Checklist* was ranked as Top 25 Most Powerful Business Books by Times Malaysia and available on Amazon.com.

She is a regular eCommerce expert in various media interviews - Bloomberg News, CNBC Asia, ChannelNewsAsia, Shanghai TV, CCTV, Msia TV3, ChannelW, HK Metro Radio and more.

Speaker

Kyung Mi Kang CEO, *Welcome International* & Vice President, *Welcome Group*



STAGE 1
h 3.30 pm – 5.30 pm

Talks
E x Beauty

Partner
WIRED

CEO Kang started her career as a show host handling beauty products in GS and CJ Home Shopping in 1997 and has been flourishing ever since.

She had successfully launched numerous brands such as Leaders Cosmetics, Yuhwayun and Masqueology in both domestic and oversea retail channels, such as Sephora in 2011.

She also established corporate entities in Taiwan, LA and Shanghai in 2003, 2005 and 2010 respectively, created a synergy in import and export business that has been thriving year after year.

She is a founder and Vice President of Welcome Group, parent of nine different subsidiaries producing the latest-trend products beauty, fashion, F&B industry while providing one stop total solutions in product selection, tailored planning, and target group for the distribution channels. CEO Kang has established an entity of Welcome International last October, solely focused on importing cosmetic & beauty products from overseas and distributing in retail, such as luxury department stores, home shopping channels and DFS which really has been her expertise throughout her career. Cosmeplace 'Apothecary' at Hyundai department store is a premium retail shop with only selective import beauty brands.

Speaker

Qian Yi
*Global Business
 Development & Key
 Account Director,
 Tmall Global*



STAGE 1
 h 3.30 pm – 5.30 pm

Talks
 E x Beauty

Partner
 WIRED

Qian Yi is global business development and Key Account Director for Tmall Global. In his current position, he leads global BD team to help global brands to find best ways to enter China through Tmall in both platform and direct sourcing. He also works with strategic partners to expand business through Tmall global through close collaboration. Qian joined Alibaba in early 2015. Led B2B global marketing and BD team to mainly enhance Alibaba ecosystem with global strategic partners to help SMEs to do business easier everywhere. Prior to joining Alibaba, Qian was the Product Marketing Director in Samsung Electronics Canada, responsible for product marketing, marketing communication and supply chain team for its home appliance division. Qian holds an MBA from University of British Columbia in Vancouver, and Bachelor of Commerce from McMaster University in Hamilton.

Speaker

Linda Hu
*Business
 Development
 Manager,
 Lalami Group*



STAGE 1
 h 3.30 pm – 5.30 pm

Talks
 E x Beauty

Partner
 WIRED

Eight years' experience in cosmetics industry. She worked for the top local cosmetics brand in China and Japanese private brand. Lalami Group is a leading overseas brand management company with headquarter in Guangzhou, China and more than 300 employees. They provide one-top brand management solution in Brand Strategy Management Flagship Store & Distribution Channel Management Supplychain Management.

The core strength of Lalami Group is the ability and mature tools in cultivating a new brand to a prestige brand in China. So far, they exclusively own brands from France, Britain, Spain, Canada, Poland, Japan and the South Korea etc.

Speaker**Caroline Mutoko***Founder,
I AM***STAGE 1**
h 3.30 pm – 5.30 pm**Talks**
E x Beauty**Partner**
WIRED

Caroline is a seasoned career broadcaster and marketer for Radio Africa. She is considered one of the strongest social media influencers in Africa with a strong presence on YouTube and Facebook. Her online show is regularly compared to the Oprah Winfrey show of Kenya. Caroline has connections and affiliates across the region and the continent; from Nigeria to Ghana, Uganda, South Africa and Kenya. Her passion is starting engaging conversations, telling the narratives of our time that don't seem to make it beyond a whisper behind closed doors or thoughts in someone's mind. A strong understanding of the digital space in Africa gives her great insights on ecommerce trends in Kenya and Africa. She worked closely with the continents best digital data analyst companies Safaricom and Google Africa. She is a judge on both their entrepreneurial competitions finding the face of the future African start-up. Recently she has launched her own cosmetic line 'Caroline' which gives her unique insights into Beauty, Digital influence and Business in Africa. Creator of Africa's premier colour cosmetic "I AM". Respected media maverick and acclaimed brand story teller.

Speaker
Jenny Izaguirre
*Country Manager
Spain & Italy,
Shopify*
**STAGE 1**
h 3.30 pm – 5.30 pm**Talks**
E x Beauty**Partner**
WIRED

Raised in a multicultural environment, Jenny Izaguirre started her career in International Organizations, where she developed communication, branding and awareness projects for NGOs, the UN, the US and the Canadian Embassy in Venezuela, Trinidad and Tobago, Mexico and Canada. With 5 languages in her pockets. Her studies as a Bachelor in Translation and Interpretation in Venezuela, and Master in Entrepreneurship and Management from McGill University in Canada, paved the way for her transition into Technology and Ecommerce. Since 2016 she helps Shopify to build brand awareness, content strategies and a localised marketing in the Spanish speaking market, with a portfolio of 21 countries including Latinos in the US, Latin America and Spain. In September 2018, Shopify assigned Jenny her new professional challenge as the Country Manager for Spain and Italy, and head of business development overseeing product-market fit, marketing and awareness, compliance and business partnerships in both countries. She is currently based in Shopify's Regional Office in Berlin, Germany, which is the Fifth country she gets to call home, after Venezuela, Latvia, Italy, and Canada.

Speaker**Clement Ledormeur**

General Manager,
31ten.network



STAGE 1
h 3.30 pm – 5.30 pm

Talks
E x Beauty

Partner
WIRED

Clement is the General Manager at 31Ten, a boutique digital agency based in Shanghai with a strong focus on WeChat, the 1 billion users app. He's been on the ground in China for more than 7 years and has carried on over 40 end-to-end digital projects with international brands such as Shiseido, Sisley, Bioderma, Starbucks, Club Med, LVMH, Ubisoft, Canada Goose, etc. Ranging from consumer facing campaigns and engagements, ecommerce, CRM integrations and enterprise-grade projects. Clement is passionate with China's breakneck speed of innovation, connecting the dots between a seamless omnichannel experience and the business goals, as well as dealing with the world's most demanding Internet users.

Speaker

Jason Chen
GM of Beauty
Category,
Tmall



STAGE 1
h 3.30 pm – 5.30 pm

Talks
E x Beauty

Partner
WIRED

Jason Chen officially joined Alibaba group as the General Manager of Tmall Beauty Category in July 2017. He has built strategic partnerships with international leading beauty groups including L'Oreal, Estée Lauder, LVMH, AMORE PACIFIC to provide best service and experience to Chinese consumers through Brand-owned Tmall Flagship Store. In the digital era, Tmall takes the leading position in China's Online Beauty market, becoming the core channel for Beauty companies across the world. Before joining Alibaba, Jason had comprehensive experience across Technology and fashion, serving as CTO of IBM and take the role of EC manager of Lancy Group. Some of the key positions showing as below: 2000 – 2012, CTO of International Business Machines Corporation 2012 – 2015, EC manager of Lancy Group 2015 – 2017, GM of Strategic Partnership Development of Alibaba Group 2017 – , GM of Beauty Category, Tmall. Jason Chen received a bachelor's degree in Computer Science and Technology from Qinghua University in 1997.

Speaker

**Pamela
Wade-Lehman**
*Head of Beauty,
Zalando*



STAGE 1
h 3.30 pm – 5.30 pm

Talks
E x Beauty

Partner
WIRED

As Head of Beauty at Zalando, Pamela Wade-Lehman and her team are responsible for Buying, Merchandising and Content of the Beauty Category in the Zalando Fashion Store. Before joining Zalando in 2017 as Head of Gift Cards, Pamela worked as General Manager at Edcon, South Africa's largest non-food retailer and Engagement Manager at McKinsey. She graduated Harvard Business School with an MBA in 2011.

CBD-Based Cosmetics Consumer and Legal Challenges

STAGE 2
h 3.45 pm – 4.30 pm



Moderated by
Chris Hobson
*President & CEO,
Rare Beauty Brands, Inc.*

Speakers
Elsa Navarro
Margerita Gomez
*Skin Unit Director,
Khiron Life
Sciences Corp.*

Jennifer Stansbury
*Co-Founder &
Managing Partner,
The Benchmarking
Company*

Olivia Santoni
*Director,
Bloom Regulatory*

Cannabidiol (“CBD”) products are suddenly everywhere. Brands, old and new, across the world are coming forward with innovative ideas and using these products in medicines, health supplements, beauty products, topical ointments, and even food and beverages. But the opportunity and possibility of this new market in the cannabis-derived CBD industry is complicated with legal confusion.

As important as the question of “Is it legal or not?”, are the questions around what consumers know and think of CBD and what data supports the risks and benefits of this ingredient. This panel brings together global experts who are active in this market, to show you paths to successful CBD product development, production, distribution and marketing.

Moderator

Chris Hobson
*President & CEO,
 Rare Beauty Brands,
 Inc.*



STAGE 1
h 3.45 pm – 4.30 pm

Talks
 CBD-Based Cosmetics
 Consumer and Legal
 Challenges

Partner
 ICMAD

Chris Hobson is the President & CEO of Rare Beauty Brands, Inc., an operating company that incubates, acquires and scales high potential independent beauty brands. The company began by building Patchology from an idea into one of the fastest growing, most awarded beauty brands in the world and is in the process of adding several new brands to its portfolio. Hobson leverages his experience and network from his time as in brand management at Procter & Gamble, in addition to his executive roles at several entrepreneurial ventures. He earned his BA at McGill University and his MBA at Harvard Business School.

Speaker

Elsa Navarro
Margerita Gomez
*Skin Unit Director,
 Khiron Life Sciences
 Corp.*



STAGE 1
h 3.45 pm – 4.30 pm

Talks
 CBD-Based Cosmetics
 Consumer and Legal
 Challenges

Partner
 ICMAD

International Business Administrator from Sabana University, with 10 years of professional experience in developing and executing marketing and sales strategies in multiple industries: Dermocosmetics Attraction of foreign investment, agro-industry, bio-fuel, events and food & beverages companies.

Currently she is Skin Director at Khiron Life Sciences Corp., leading the first cosmeceutical brand with cannabis that was launched on October 2018 in Colombia. Establishing creative and innovative marketing, sales and communication strategies to reach consumers and educate them about the skin benefits of this new ingredient, cannabis. Opening both national and international markets and building relationships with strategic partners.

Speaker

Jennifer Stansbury
Co-Founder &
Managing Partner,
The Benchmarking
Company



STAGE 1
h 3.45 pm – 4.30 pm

Talks
CBD-Based Cosmetics
Consumer and Legal
Challenges

Partner
ICMAD

Jennifer is the co-Founder of The Benchmarking Company, a beauty and personal care research firm that is laser-focused on providing quantitative and qualitative consumer research. TBC has a proven track record in cosmetics, skincare, beauty devices, men's personal care, body care, nail care, fragrance and wellness and personal care.

Jennifer has worked for more than 25 years as a marketing, communications and research professional, successfully implementing effective marketing strategies to grow market share for companies in many industries. Additionally, Jennifer conducts research for the PinkReports™ - an annual deep-dive, extensive report into an industry trend. Through this research, Jennifer has become an expert in topics including: natural and organic beauty and personal care, consumer's demand and acceptance of CBD/cannabis-based products, retail specific shopping behaviors and forecasting beauty trends to name a few.

Jennifer serves on the board of directors of ICMAD and is a member of CEW and Beauty Industry West.

Speaker

Olivia Santoni
Director,
Bloom Regulatory



STAGE 1
h 3.45 pm – 4.30 pm

Talks
CBD-Based Cosmetics
Consumer and Legal
Challenges

Partner
ICMAD

Olivia Santoni is the founder of Bloom Regulatory Ltd, which provides regulatory intelligence, EU/UK and International compliance advice, and high quality regulatory strategy services to the cosmetics industry. Olivia has worked in collaboration with key stakeholders on regulatory topics to advocate for the needs of the cosmetics industry to key stakeholders such as the UK Government, the EU Commission and non-EU authorities. Olivia has been working in collaboration with the industry, the UK Government and the EU Commission on the topic of CBD, in particular regarding borderline issues, claims substantiations and ingredient status to provide legal and regulatory clarifications to the industry. Prior to Bloom, Olivia was Director, Regulatory and International Services at CTPA managing the Regulatory and International team and leading the Association's work on the EU Cosmetics Regulation, REACH, borderlines, claims management and the impact of Brexit on the cosmetics industry. She also worked for the French "Agence Nationale de Sécurité du Médicament et des Produits de Santé" (ANSM) in the medical devices regulatory and inspection department and was part of the international department of the French cosmetics trade association (FEBEA) advising members on international regulatory issues. She studied law at the University of Paris Rene Descartes specialising in Business Law and Health Product Law.

Smart Manufacturing and New Technologies

In collaboration with

STAGE 2

h 5.00 pm – 5.45 pm

Cosmetics
design-europe.com



Moderated by
Lucy Whitehouse
Editor,
William Reed Business
Media Ltd

Speakers
Vittorio Brenna
VP Operations,
Cosmint Group Spa

Corrado La Forgia
VP Operations Manager
& Managing Director,
BOSCH VHIT

Davide Venturi
Sales Manager Cosmetic
& Toiletries,
IMA SpA

Valerio D'angelo
Business Development
Specialist,
ABB

Presenting S.M.A.R.T., a new area at Cosmopack dedicated to the next solutions for the beauty industry. Preparing the Machine Industry for a Digital Future means making to find that successful mix between the Human Factor and today's Big Data, Blockchain, A.I. and nanotechnologies. What are the latest technologies redefining the beauty and cosmetics industry?

Moderator

Lucy Whitehouse,
Editor,
William Reed
Business Media Ltd.



STAGE 2
h 5.00 pm – 5.45 pm

Talks
Smart Manufacturing
and New Technologies

Partner
Cosmetics
Design Europe
In collaboration
with Pharmintech

Lucy Whitehouse is an experienced journalist and editor, and has worked across corporate and national news publications for both print and digital media. She has been reporting on the beauty and personal care industry for several years and currently acts as editor for Cosmetics Design Europe.

Her particular expertise lie in covering both the Asia and European markets, and she is also experienced with events and multimedia coverage.

Speaker

Vittorio Brenna
*VP Operations,
 Cosmint Group Spa*



STAGE 2
 h 5.00 pm – 5.45 pm

Talks
 Smart Manufacturing
 and New Technologies

Partner
 Cosmetics
 Design Europe
 In collaboration
 with Pharmintech

Vittorio Brenna joined Cosmint Spa (part of Intecos Group) in 2011 as manufacturing director and in 2014 has been appointed as VP Industrial Operations with the responsibility of both Italian and Polish sites.

Vittorio started his career in the automotive industry (S&P500 Company) covering different positions in the operations area with strong focus in operational excellence approach and organization and technology development.
 After the automotive experience he moved into the management consultancy industry and he led important transformation projects worldwide mainly in pharmaceutical, FMCG and building materials sectors delivering important results.
 In Cosmint he's leading the company industrial and technological development with particular attention to the sustainability, competitiveness and product/process quality.

Speaker

Corrado La Forgia
*VP Operations
 Manager
 & Managing Director,
 BOSCH VHIT*



STAGE 2
 h 5.00 pm – 5.45 pm

Talks
 Smart Manufacturing
 and New Technologies

Partner
 Cosmetics
 Design Europe
 In collaboration
 with Pharmintech

Born in 1965, Mr. La Forgia Corrado Felice is married and has a 22 years' old son.

He graduated at University in Bari as Mechanical Engineer and he had a short experience as Officer in the navy. Soon after, he started his career as manufacturing manager in companies like ANSALDO, OSRAM, MAGNETI MARELLI and BOSCH Group, for which he has been working for 10 years.
 He had working experiences abroad (Germany and Austria) and he has been working as Managing Director and Operational Manager in Bosch plant in Crema (manufacturing plant for components in automotive market) for more than 4 years.

He is also Vice President and Deputy for Innovation in Confindustria in Cremona and a member of National Task Force of Federmeccanica on Industry 4.0. He is working together with Economics Department of University in Genova on digital innovation.

Interested in innovation issues and in particular in enabler technologies of Industry 4.0, he is the author, together with Nicola Intini, Luca Beltrametti e Nino Guarnacci, of the book: 'La Fabbrica Connessa - La manifattura italiana (attra)verso Industria 4' (Edizioni Angelo Guerini e Associati S.r.l.).

Speaker

Daide Venturi
Sales Manager
Cosmetic & Toiletries,
IMA SpA



STAGE 2
h 5.00 pm – 5.45 pm

Talks
Smart Manufacturing
and New Technologies

Partner
Cosmetics
Design Europe
In collaboration
with Pharmintech

He was born in Bologna on June 4th 1965, he completed his technical education with a diploma in Industrial Electronics at the Istituto Tecnico Industriale O. Belluzzi in Bologna in 1985 and a Corporate MBA from ALMA Graduate School in Bologna in 2008.

Since 1994 he works at IMA group, Italian Company established in 1961 and world leader in the design and manufacture of automatic machines for the processing and packaging of pharmaceuticals, cosmetics, food, tea and coffee, into IMA BFB Division, dedicated to end of line solutions. He starts his career as Product Manager covering foreign countries all over the world till 2011, later he acts as Sales Manager for all IMA BFB portfolio till 2015. Executive since 2011, he is currently in charge as Sales Manager for Personal Care market of IMA since 2016.

He tries, on a day by day activities, to make real the aim expressed by Alberto Vacchi, Chairman and CEO of IMA, "in planning its strategies, IMA considers not just economic results, but also the social and environmental aspects of its work, with the aim of ensuring a fair balance between competitiveness, environmental sustainability and social responsibility". Davide is married and father of one daughter.

Speaker

Valerio D'angelo
Business
Development
Specialist,
ABB



STAGE 2
h 5.00 pm – 5.45 pm

Talks
Smart Manufacturing
and New Technologies

Partner
Cosmetics
Design Europe
In collaboration
with Pharmintech

Valerio D'Angelo is working as a Business Development Specialist for ABB Robotics in Milan.

He is involved in the research of new business opportunities in the world of applied robotics, focusing in particular on special and innovative applications and emerging markets. In this context, he works in direct contact with the engineering team in order to develop unique and customized solutions for each client.

Valerio is also responsible of the analysis of internal and public information to support ABB's market strategy. Before joining ABB, Valerio worked as a control engineer for a system integrator partner of ABB, where he gained experience in robot and PLC programming, plant commissioning and automation technologies.

Valerio has a Master of Science in mechanical engineering with a specialization in nanotechnology and mechatronics, achieved at Sapienza University of Rome where he developed the passion towards technology and automatic systems.

From fashion to beauty – What challenges lie ahead in order to maintain brand loyalty

STAGE 1

h 10.30 am – 11.15 am



Moderated by
Simona Soldaini
*International Sales &
Marketing Manager,
A+A Creative Emotion*

Speakers
Marina Spadafora
*International fashion
designer*

Simona Ironico
*Fashion
Programme Leader,
Istituto Marangoni*

Alina Caraman
*Chief editor & stylist,
BIBA Magazine Paris*

We are seeing more and more fashion brands moving into the beauty industry. However, breaking into the beauty category isn't what it once was for designer labels.

What are the challenges ahead in terms of brand identity and brand loyalty? With such a saturated market, what strategies are key to distinguish one product from another?

With a strong focus on sustainability, it is imperative to also understand the paradigms of the circular economy between the fashion and cosmetic industries as the young consumers Millennials, and GEN Z are sensitive to saving the planet.

Moderator

Simona Soldaini
*International
Sales & Marketing
Manager,
A+A Creative Emotion*



STAGE 1
h 10.30 am – 11.15 am

Talks
From fashion to beauty –
What challenges lie
ahead in order to
maintain brand loyalty

Partner
A+A Creative Emotion

Simona Soldaini was born in Germany but lived in several different countries before graduating from the European Business School of London in 1993 with a BA honours degree in Marketing and Finance. She worked for over 15 years in the financial industry in London, New York and Milan.

She then decided to leave the industry to focus on her real passion which was starting a new experience in the world of fashion and trend research.

In 2010 she began her second career working with a French Trend Forecasting Agency with an office based in Milan following Italian clients from all sectors. Since September 2017 she has joined A+A Design Studio, one of the most important trend forecasting agencies in Italy, as International sales & marketing manager.

Speaker

Marina Spadafora

*International
fashion designer*



STAGE 1

h 10.30 am – 11.15 am

Talks

From fashion to beauty –
What challenges lie
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maintain brand loyalty

Partner

A+A Creative Emotion

Marina Spadafora gained a reputation worldwide for her own collection that featured sophisticated knits. Since then she has collaborated with label such as Prada, Miu Miu and Ferragamo.

Marina's work has always included a strong social and environmental focus, believing that ethics and aesthetics can coincide. Her motto is "Fashion with a mission". She has been Creative Director of "Auteurs du Monde", an ethical fashion brand entirely made by producers who belong to the World Fair Trade Organization.

Marina has worked closely with Italian Vogue director Franca Sozzani for Fashion for Development, an initiative that works directly with the United Nations to bring development to the emerging economies through fashion.

Marina is the Italian Country Coordinator of Fashion Revolution. Marina has received the United Nations Women Together Award in 2015 and has done a TEDx Talk on sustainable Fashion in 2014. Currently Marina collaborates with Luxury Fashion Brands to implement responsible strategies in their companies.

Speaker

Simona Ironico

*Fashion
Programme Leader,
Istituto Marangoni*



STAGE 1

h 10.30 am – 11.15 am

Talks

From fashion to beauty –
What challenges lie
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maintain brand loyalty

Partner

A+A Creative Emotion

Simona Ironico is an experienced academic with a Ph.D. in Marketing and Business Communication. Since 2016, she is in charge of the Fashion Business department at Istituto Marangoni Milan as Programme Leader.

Simona Ironico gain her experience at Iulm University, Università degli Studi di Modena e Reggio Emilia, and Istituto Marangoni lecturing and carrying out research in the domains of fashion management, sociology of fashion, consumer behaviour, trend forecasting, marketing communications and brand management.

In 2012 she founded "Snooping around Lab", a trend forecasting department specialized in fashion, beauty and design.

The results of her research activity, characterized by a socio-semiotic interpretative approach and ethnographic research methods, are regularly presented at international conferences, seminars, symposia and trend forums.

She is author of several papers published in scientific journals and other academic publications, including a book on children consumer behavior – *Come i Bambini diventano Consumatori* (Laterza 2010) – and a fashion management handbook – *Fashion Management. Mercati, consumatori, tendenze e strategie di marca nel settore moda* (Franco Angeli, 2014).

Speaker**Alina Caraman**

Chief editor & stylist,
BIBA Magazine Paris



STAGE 1
h 10.30 am – 11.15 am

Talks

From fashion to beauty –
What challenges lie
ahead in order to
maintain brand loyalty

Partner

A+A Creative Emotion

Fashion editor Alina Caraman was born in 1977 Bucarest, from where she emigrated with her parents to Toronto (Canada) in 1989.

An arts and fashion student from an early age she graduated from Seneca College of Applied Arts and Technology in 1998.

She started her styling career immediately, working between Montreal and Toronto, with the most prestigious publications such as Elle Canada, Flair, Chaltelaine and consulting for The Hudson's Bay Company, BMW, Coca Cola and many others.

In 2001 she moved to Paris, France, from where an international career started, working for such publications as Gq Australia, Elle China, Vogue Mexico, Vogue Taiwan, Commons and Sence Japan, DunsK Denmark, and many others.

Her work can be seen next to such great photographers as Gilles Bensimonn, David Hamilton, Sarah Moon, Ben Hasset, Naomi Yang and others.

She has been the fashion director of French Biba Magazine since 2007.

Designing the new desirable style of sustainable beauty brands

STAGE 1

h 12.00 pm – 12.45 pm

centdegrés

Moderated by
Elie Papiernik,
Founder & CEO,
centdegrés

Speakers
Cornelia Greko
Design Director,
Oriflame Sweden

Boris Gratini
Founder & CEO,
Nailmatic

Jonathan Siboni
Founder & CEO,
Luxuryinsight

Dimitri Caudrelier
France CEO,
Quantis

Sustainability is the new key to product development.

Although, for a brand in beauty, desirability remains a « must have ». Today, it still seems that the world of desirability is separated from the world of sustainability.

Can we try and merge these two key success factors by a new design approach? Can we reprogram our creative minds, our marketing and development teams, to create a brand new style, that would respect this « sustainable desirability », or « desirable sustainability », so important to the new generation of consumers, but also to a larger audience, more and more sensitive to a new vision of virtuous beauty?

To discuss this passionating topic, Elie Papiernik will gather around the table key actors of the field, already involved in this quest of « more for less ».

Moderator

Elie Papiernik

Founder & CEO,
centdegrés



STAGE 1
h 12.00 pm – 12.45 pm

Talks
Designing the new
desirable style
of sustainable
beauty brands

Partner
centdegrés

Former student of the Ecole Nationale Supérieure de Création Industrielle (National School for Industrial Creation), Elie Papiernik is the artistic director of centdegrés, the independent creative agency that he co-founded in Paris in 1988 with his friend David Nitlich.

Brand intelligence, brand and style platform, visual identity, product and graphic design, merchandising, scenography, retail design, architecture, digital brand activation and video production presence: the agency is recognized as one of the most important for its expertise in the field of beauty, luxury and with beautiful brands, those that create strong emotional bonds. Present on the international stage from Paris to Hong Kong, China, where he opened five agencies, Ho Chi Minh, Bangkok, Seoul, Sao Paulo, Casablanca, Dubai, Madrid and Geneva centdegrés combines deep reflection, anticipation and action to think far, do well.

Passionate about brand transformation, ground-breaking innovation, collective intelligence, Elie Papiernik regularly intervenes on subjects including the future of retail, the digital revolution, consumer experience and storytelling for large groups and in international shows.

Speaker

Cornelia Greko

Design Director,
Oriflame Sweden



STAGE 1
h 12.00 pm – 12.45 pm

Talks
Designing the new
desirable style
of sustainable
beauty brands

Partner
centdegrés

She has worked in various design roles for the last 20 years, both at agencies and companies which have enriched, broadened and deepened her knowledge of design processes, needs and effects.

She is very proud over to have helped many companies deliver creative and innovative design solutions with high business impact - winning design awards along the way - but foremost nowadays to lead the internal Design Department at Oriflame.

She gets especially inspired when design answers to the bigger questions - such as delivering on business and brand strategy, e-commerce relevance and reduction of footprints, to mention a few.

Speaker

Boris Gratini

Founder & CEO,
Nailmatic



STAGE 1

h 12.00 pm – 12.45 pm

Talks

Designing the new desirable style of sustainable beauty brands

Partner

centdegrés

Boris Gratini began his professional career as a cosmetic buyer for the French luxury department stores Printemps. Adding Mac, Benefit and Urban Decay in order to modernize and upgrade the offer. Building on his expertise, he developed the brand Black Up and became its CEO and partner. He became CEO of By Terry and Déborah France, that led him to manage the Gade Eden group and distribute the Déborah France brands as well as Biguine makeup and the Hello Kitty licence. In 2012, he founded a consulting company and a collective of entrepreneurs, specialists and creative people from the fashion and beauty industry. Together with Lilian Monnier he founded the French nail polish company “nailmatic” in 2013. The brand officially launched at the trendy department store Citadium in Paris, with the inauguration of the first nail polish vending machine. French model Ines de la Fressange supported them by twitting “nailmatic, the idea of the century”. The brand is constantly innovating, as we can see from the various product launches since the creation, such as the kids range, the water-based nail polish or the nailmatic lab kits to create your own color. With reduced carbon footprint on every product, shortest circuits possible with suppliers, collaboration with a centre that is part of the ADEP (the French association for the mutual aid of disabled persons) and ecological formulas, nailmatic is undertaking many actions as a responsible brand. Distributed in more than 40 countries and with its newly opened US subsidiary (July 2017), nailmatic generates 70% of its turnover with export sales.

Speaker

Jonathan Siboni

Founder & CEO,
Luxurynsight



STAGE 1

h 12.00 pm – 12.45 pm

Talks

Designing the new desirable style of sustainable beauty brands

Partner

centdegrés

A graduate from ESSEC, La Sorbonne and SciencesPo, Jonathan set up a consulting firm specialized in luxury business in China in 2006. He has been playing a central role in luxury brands' Chinese strategies over the past decade. Convinced that the future of luxury brands lied in their ability to anticipate and adapt to quicker changes, he founded Luxurynsight in 2011. Built together with an Advisory Board of leaders from LVMH, Hermès, Chanel, L'Oreal etc, Luxurynsight developed into the leading data intelligence platform dedicated to the industry. Luxurynsight leverages data collected from over 1000 sources to deliver unique market data and insights aimed at increasing opportunities, speed and agility. Jonathan is also Visiting Professor on Luxury at SciencesPo, ESSEC and Dauphine.

Speaker

Dimitri Caudrelier
France CEO,
Quantis



STAGE 1
h 12.00 pm – 12.45 pm

Talks
Designing the new
desirable style
of sustainable
beauty brands

Partner
centdegrés

Dimitri is a graduate of the Swiss Federal Institute of Technology in Lausanne and holds an MBA from the ESSEC Business School in Paris.

Author of the book 100 Pioneers for the Planet published by JC.Lattès, he traveled the world for one year looking for innovative companies in the field of environment.

Dimitri is director of Quantis France and the company's cosmetic sector lead.

In 2018, Quantis launched the SPICE (Sustainable Packaging Initiative for Cosmetics) initiative in partnership with L'Oreal and key players in the cosmetics industry (Coty, Clarins, Hermès Parfums, LVMH, Estée Lauder, etc.) to collectively shape the future of sustainable packaging. SPICE will develop guidelines, best practices, database, market watch and scientific content to drive forward the whole industry on sustainability.

Dimitri is active in supporting Quantis' key clients to measure, understand and define strategies and commitments on environmental performance.

He also helps Quantis' customers to communicate on the performance of their products across their entire value chain.

Environmental footprint: an opportunity for beauty companies

STAGE 1
h 1.15 pm – 2.00 pm

 COSMETICA ITALIA
the personal care association

Moderated by
Prof. Fabio Iraldo
IEFE - University
Bocconi & SSSUP
Sant'Anna, Pisa

- Panzieri Diffusion
- Gala
- Expressions
Parfumées
- Reynaldi
- Laboratoires
Expanscience
- Olcelli Farmaceutici
- OFI
- Pinkfrogs
- Pidielle

The workshop will focus on how the Product Environmental Footprint, a method launched by the European Commission to assess and communicate the environmental impacts, can be used to foster and improve green marketing. Specifically, the workshop will rely on the TRACCIA project, which has been carried out by Scuola Sant'Anna di Pisa in cooperation with Cosmetica Italia, involving many cosmetic producers.

After having carried out a PEF study on their products, the TRACCIA project has initiated a thorough and in-depth engagement activity with consumers, in order to understand their needs and expectations concerning the environmental information to be included in its advertising claims. This engagement will take place during Cosmoprof.

These testing activities aim at confirming what is growingly emerging as a very positive attitude of consumers towards green claims. Indeed, the great majority of the consumers today declare a strong interest in "knowing more" about the environmental impacts of the products they purchase. →



The use of an environmental footprint on the pack or in their advertising campaigns is considered positively by consumers, especially when conceived with a simple and clear design and, therefore, effective in guiding purchasing choices.

The workshop will explain the importance of a correct and effective marketing communication on the environmental benefits that Green cosmetics can offer to consumers.

The Environmental Footprint will be presented as an opportunity to enhance the attention of the cosmetic company to the issues of environmental sustainability of its products and to effectively communicate this to its clients.

At a time when the “green”, in its various forms (sustainable, organic, natural, ecological...), is also a trend in the cosmetics sector, the Environmental Footprint allows to adopt a scientific approach that reinforces communication business on sustainability issues, avoiding companies to fall into greenwashing practices.

With the testimonies of

Expressions Parfumées



Since 1982, Expressions Parfumées invents the perfumes of Tomorrow. As the pioneer of natural fragrance compounds, Expressions Parfumées offers its NATCO® range of perfumes designed to adapt to any production labelled 'organic'. Since June 2018 we are part of the Givaudan Group. For further information, please visit www.epparfums.com

Laboratoires Expanscience



Laboratoires Expanscience, known in Italy with the brand Mustela, is an independent French pharmaceutical and dermo-cosmetics laboratory which develops and manufactures innovative osteoarthritis and skincare products.

Ocelli Farmaceutici



Linea MammaBaby is the newest brand of Ocelli Farmaceutici srl which operates in the pharmaceutical sectors for over 70 years. Linea MammaBaby is a range of products designed for the daily hygiene of children and the family, natural cosmetics with extracts of organic farming, simple but effective formula with plants based ingredients. The entire production is Made in Italy.

Gala



Gala was born in 2004 as a result of a deep friendship and shared values. Our goal is to create certified natural and organic cosmetics promoting our idea of authenticity, sustainability and transparency. We are private label producers and we manage five own brands with the aim of offering an effective product, as natural as possible, reflecting our ethics.

OFI



Since 1946 OFI is one of the leaders Italian companies in the development and manufacturing of Cosmetics, Nutraceuticals and Medical Devices. OFI operates with the highest standards: ISO, FDA, Eco-bio cosmetics, GMP, OHSAS 18001, Responsible Care Program, Halal among others. Respect for the environment and Sustainability are at the top of OFI's objectives. OFI also produces and distributes its own brands: Bottega di LungaVita, Euronatural and Kosmida. More info on www.ofilab.com

**Panzeri
Diffusion**

z.one concept™

THE MALE TOOLS & Co.
DEPOT®
ORIGINAL FORMULAS

Ivano Panzeri founded z.one concept™ in 1999 with international brands such as milk_shake®, NO INHIBITION and simply zen. The company quickly became an important player in the professional hair fashion sector, ranking high within the Italian and International markets. The company's brands combine high quality products with all the necessary supporting materials to give salons the tools they need to provide excellent services and retail products, to create successful in-salon business strategies. In 2016 Panzeri created the new additional brand dedicated to men, DEPOT, targeted at barbershops as well as the fashion sector, which was an instant success.

Pinkfrogs

pinkfrogs
cosmetics

Pink Frogs is a cosmetic production company that operates exclusively for third parties. The production ranges from face, body and hair treatments to cleansing, alcohol perfumery and medical devices. In order to guarantee high quality standards, Pink Frogs has obtained various ISO certifications: 9001, 22716, 14001 and 13485. Today Pink Frogs is a consolidated and recognized reality on the national and international market, thanks to collaboration with biggest brands in the sector.

Pidielle

Pidielle

ELGON®

Pidielle S.p.A. is an Italian company specialized in the design, formulation and manufacture of high quality professional hair care products, with a special attention to Ethics and CSR. With headquarters in the province of Milan, the company has been offering its products on the international market for over 45 years.

Reynaldi

REYNALDI
COSMETICA CONTOTESTI

From 1979, Reynaldi produces cosmetics as third party. 13% of Research and Development invested every year. We have a relevant experience in natural and organic products. We are very focused on sustainability: strictest standards for quality sourcing, environmental impact, results and safety. Daily potential production of 5.000 kg and a production of 60.000 pieces/day. Every days our MADE IN ITALY products are sent to USA, China, Japan, Asia, Emirates, Iran, Europe. We formulate in according with the client's needs.

In collaboration with



Università
Bocconi
GREEN
Centre for Geography,
Resources, Environment,
Energy and Networks

Moderator

Prof. Fabio Iraldo
*IEFE - University
Bocconi & SSSUP
Sant'Anna, Pisa*



STAGE 1
1.15 pm - 2.00 pm

Talks
Environmental footprint:
an opportunity for
beauty companies

Partner
Cosmetica Italia -
The personal care
association

Fabio Iraldo is currently holding academic positions as Full Professor of Management at Scuola Superiore Sant'Anna in Pisa, where he co-ordinates a research group within the Istituto di Management, and as Research Director at IEFE - "Institute for Environment and Energy Economics", a research centre of Bocconi University in Milan.

He is responsible for teaching courses in Sustainability Management in several post-graduate MSCs and business schools (SDA-Bocconi, SIAF). As an independent expert, he is member of environmental committees within several third-party certification bodies.

Among his main research activities, there are pilot projects and studies carried out on behalf of national and EU institutions (European Commission - DG Environment, DG Enterprise, DG Research; Eurostat; European Foundation for the Improvement of Living and Working Conditions;...). He is author of more than 100 articles, many of which published in international scientific reviews with Impact Factor.



EYRA®

cosmetics

ITALY

THE
REAL INNOVATION
OF SKIN CARE

PAD 14 STAND H21
COSMOPRIME

Retail x Beauty

STAGE 2

h 1.30 pm – 3.00 pm

WWD

Moderated by
Jennifer WEIL
European Beauty Editor,
WWD

Speakers
Eva Yean
Senior Vice President,
Global Product
Development,
NYX Professional
Makeup (USA)

Johanna Railio-Hilverink
Senior Vice President,
Client Relations Revieve,
Digital Beauty Advisor

Andrey Golub
CEO and Founder,
ELSE CORP

Dr. Mrunal Gawade
Founder & CEO,
HOLOFIL

Dr. Piyawan Piyapong
Executive Vice
President – Service and
Ecommerce Business,
Big C Supercenter
Public Company Limited

Jeremy Yates
Senior Business
Development Manager,
ZAPPAR

What's the future of retail? Hear from global retail professionals, digital executives, market trendsetters what we should expect in the next years for the different retail channels. What are the challenges and opportunities for beauty brands?

Digital has changed the nature of growth: the panelists will discuss on how successful companies are implementing speed, agility and analytics into their marketing strategies to stay relevant and engaged with their consumers and the evolution to purchase.

Moderator

Jennifer Weil

European
Beauty Editor,
WWD



STAGE 2

h 1.30 pm – 3.00 pm

Talks
Retail x Beauty

Partner
WWD

Session 1
*How beauty brands
are changing their DNA
to connect with the next
consumer*

Session 2
How beauty tech
companies are
revolutionizing
the retail industry

Session 3
Interaction and
connection between
retail and e-commerce

Jennifer Weil has been European Beauty Editor of WWD for the past 18 years. Prior to that, she served as Paris Beauty Correspondent and Freelance Reporter at the trade publication for the fashion and beauty industries. Ms. Weil began her career in journalism at the International Herald Tribune and Communications Week International in Paris. A native of New York City, she received a B.A. in literature from Middlebury College.

Speaker

Eva Yean

Senior Vice President,
Global Product
Development,
NYX Professional
Makeup (USA)



STAGE 2

h 1.30 pm – 3.00 pm

Talks
Retail x Beauty

Partner
WWD

Session 1
*How beauty brands
are changing their DNA
to connect with the next
consumer*

Eva Yean is the Senior Vice-President of Global Product Development for NYX Professional Makeup. Ms. Yean specializes in color, ideation, formula development, and makeup artistry to bring forth shade vision, trends, and innovation. Ms. Yean's career started at LVMH, and then the Estée Lauder Companies. She joined L'Oréal in 2008, where she launched over 10 of Maybelline's all-time bestselling mascaras such as Volum' Express Colossal, Falsies, One by One, and Great Lash Animations, and helped create the successful Eye Studio and Face Studio franchises, Maybelline's line driven by fashion colors and professional makeup artistry. In 2014, Ms. Yean joined the global team of L'Oréal Paris as Global Color Designer and Vice-President of Global Product Development for L'Oréal Paris Makeup. Recently joining NYX Professional Makeup as Senior Vice-President of Global Product Development, Ms. Yean is charged with taking the brand to the next level with its unique and edgy POV.

Speaker

Johanna Railio-Hilverink
*Senior Vice
 President, Client
 Relations Revieve,
 Digital Beauty Advisor*



STAGE 2
 h 1.30 pm – 3.00 pm

Talks
 Retail x Beauty

Partner
 WWD

Session 2
 How beauty tech
 companies are
 revolutionizing
 the retail industry

Johanna Railio-Hilverink is a Senior Vice President, Client Relations at Revieve, AI-powered Digital Beauty Advisor. Johanna has over 20 years experience at software/IT industry. Her work has been including various management positions at client management, consulting, business development, market expansion related positions at telecom, SaaS, OSS/BSS industries. She has lived abroad most of her career path, mainly in Benelux countries. Current topics of personal interest include AI, AR and Computer Vision technologies, especially for Beauty/Retail Industry. She thrives on all kind of challenges, especially those that expand the company's reach. Results-driven sales and business development leader with extensive experience driving corporate profitability by aligning account management and countrywide sales strategies with company goals. She has a strong entrepreneurial spirit, reputable for fuelling market expansion and performance throughout both new and established countrywide territories. She holds MA from European University and BBA from Aalto University, Finland in international business, PR and marketing. She lives in Espoo, South Finland, with her husband and son. During her free time, Johanna is passionate about ice-hockey and called as "hockey-mum" when supporting her son at the ice rink.

Speaker

Andrey Golub
*CEO & Founder,
 ELSE CORP*



STAGE 2
 h 1.30 pm – 3.00 pm

Talks
 Retail x Beauty

Partner
 WWD

Session 2
 How beauty tech
 companies are
 revolutionizing
 the retail industry

A Business Transformation, Technology Innovation and R&D professional, AI-driven Design evangelist. Since 2010 a Startup Entrepreneur, while in the past operated as a strategy & technology consultant, specialized in the Design, Development and Launch of innovative Smart Products and Services. As an Entrepreneur, his best expertise and main focus is concentrated in the Luxury Fashion Retail and Mass Customization, ideas and projects towards Luxury 3.0 philosophy. Andrey is CEO and co-founder of ELSE Corp (www.else-corp.com), a startup developing "Virtual Retail" (www.virtual-retail.org) and "Real Time Fashion System" (www.virtual-couture.org) concepts, which is a new business model and a set of technologies and processes for a complete Digital Transformation of the fashion retail chain, to enable on demand, mass customized and made to measure retailing, towards a sustainable, cloud based and hybrid manufacturing oriented supply chains.

Speaker

Dr. Mrunal Gawade

Founder & CEO,
HOLOFIL



STAGE 2
h 1.30 pm – 3.00 pm

Talks
Retail x Beauty

Partner
WWD

Session 2
How beauty tech companies are revolutionizing the retail industry

He has a PhD in Computer Science and has over 15 years of experience in Computer Science industry including in Asia, Europe, and Northern America.

He has been involved in different types of entrepreneurial and creatives activities. He is a professional photographer with 14 years in the field.

With HOLOFIL 3D visualization holographic device he is trying to make 3D visualizations affordable for masses to create memorable visual experiences.

He is a connector and helps bridge the connections between art and technology through his community platform “Science Park Creatives” with more than 300 members and a makers lab for innovations. He has been involved in founding of a product platform for peer to peer shipping “Shypezi” in the past during its validation stage.

He is originally from Pune, India, has spent time in Silicon Valley and is based in Amsterdam, Netherlands at the moment. He enjoys playing guitar, singing, reading socio-economics, and working on a range of projects that range from artistic to scientific in nature.

More about him can be seen here www.mrunalg.com

Speaker

Jeremy Yates

Senior Business
Development
Manager,
ZAPPAR



STAGE 2
h 1.30 pm – 3.00 pm

Talks
Retail x Beauty

Partner
WWD

Session 2
How beauty tech companies are revolutionizing the retail industry

Jeremy Yates joined at the very early days of the global augmented reality platform Zappar at their headquarters in London. Since their launch in 2011, Zappar has worked in the retail sector with a range of global brands, including, 7-Eleven, Unilever, Panini, Carrefour, Walmart, Tesco, Biedronka, L’Oreal, Mondelez, General Mills, Auchan and more.

As Senior Business Development Manager, Jeremy has extensive knowledge of practical implementations of augmented reality having run hundreds of projects with global agencies and brands across the globe and playing a key role in Zappar’s strategic partnerships, such as the integration with Shazam, one of the world’s most popular apps.

Jeremy has a wealth of experience in taking campaigns from an initial brief all the way through to delivery of the solution and has advised a number of global brands in their future strategies for augmented reality. Outside of work, Jeremy regularly attends Chelsea FC. games and loves to play golf, tennis and cricket.

Speaker

Dr. Piyawan Piyapong
*Executive Vice
 President & Service
 and Ecommerce
 Business,
 Big C Supercenter
 Public Company Limited*



STAGE 2
 h 1.30 pm – 3.00 pm

Talks
 Retail x Beauty

Partner
 WWD

Session 3
 Interaction and
 connection between
 retail and e-commerce

Over 18 years working experience in retail banking, consumer finance, insurance brokerage, grocery retailer, ecommerce businesses in both local and international institutions including service and product development, loyalty program management, customer acquisition and activation, portfolio management, customer analytics, customer relationship management, digital marketing, corporate branding and communications as well as information and digital technology.

At Big C Supercenter Public Company Limited Dr. Piyapong is Executive Vice President – Service and Ecommerce Business, Leading the overall Services and Ecommerce Businesses including new service development, retail service operations, corporate digital marketing, financial technology products, online business both e-tailer and marketplace models with a team of +300 staff both at Head Office and In-Store to deliver business targets in 6 key areas: financial services and technology, insurance services, retailing services, media services, digital marketing and ecommerce.

Commitment, new aspiration value for brands

STAGE 1
 h 2.30 pm – 3.15 pm

CARLIN
 CREATIVE TREND BUREAU

Moderated by
Virginie Corbasson
*Consulting Director,
 CARLIN CREATIVE
 TREND BUREAU*

Speakers
Judith Levy
*Co-founder,
 MèmeCosmetics*

Sandra Saint-André
*Strategy and
 Development Marketing
 Director,
 Eau Thermale
 Avène - Laboratoires
 Pierre Fabre*

Stefan Siemer
*Head Corporate
 Sustainability,
 Weleda Group*

Information technologies have enabled consumers to become more aware of the consequences of their actions from both environmental and social perspectives. Ethical and sustainability consciousness, turns consumption into an act increasingly subject to evaluation: we analyze the meaning of consumerism as much as its impact. Thus, the commitment of the brand becomes a new strategic aspiration value. For 70 years, CARLIN CREATIVE TREND BUREAU has been defining the best creative strategies for connecting brands with future lifestyles. During our discussion, Carlin will share with experts about their best practices to evaluate how to reconcile Experience and Desire of meaning, Requirement and Transparency, “Know-how” and “Make it known”.

Virginie Corbasson
*Consulting Director,
 Carlin Creative
 Trend Bureau*



STAGE 1
 h 2.30 pm – 3.15 pm

Talks
 Commitment,
 new aspiration value
 for brands

Partner
 CARLIN CREATIVE
 TREND BUREAU

Virginie Corbasson graduated from Neoma Business School, with a major in Marketing and International Business. She started her career in California and North Africa in the start-up industry and decoration sector. In France, from 2002 to 2005, she was sales manager at Peclers Paris. Curious about people, lifestyles and cultures, she experienced it by living in Russia and Bulgaria from 2005 to 2010. Back to Paris since then, she integrated Carlin as sales manager. She is now head of consulting business development.

Judith Levy
*Co-founder,
 MômeCosmetics*



STAGE 1
 h 2.30 pm – 3.15 pm

Talks
 Commitment,
 new aspiration value
 for brands

Partner
 CARLIN CREATIVE
 TREND BUREAU

Judith Levy, 28, a graduate of Strate - School of Design, is the co-founder of MÈME, the first brand of skincare products dedicated entirely to women affected by cancer. While taking care of her mother who was affected by breast cancer, Judith realized the impacts that the side effects of cancer treatments (chemotherapy, radiotherapy, targeted therapy, hormonal therapy) can have, not only on the skin, but also on femininity and on a woman's quality of life. She met her now associate Juliette Couturier in 2015, and they decided to embark together on an entrepreneurial journey. In January 2017, after two years of R&D, they launched a range of clinically tested products, with safe and healthy formulas, designed to fight the various symptoms caused by skin treatments (irritated scalp, weakened nails, syndrome hand, foot...). Today, the brand is very successful in France and markets its products via its own e-shop, but also in nearly 2000 pharmacies, thanks to the operational support of the Eau Thermale Avène laboratory and the Pierre Fabre Dermo-Cosmétique (PFDC) group.

Speaker

Sandra Saint-André
*Strategy and
 Development
 Marketing Director,
 Eau Thermale
 Avène - Laboratoires
 Pierre Fabre*



STAGE 1
 h 2.30 pm – 3.15 pm

Talks
 Commitment,
 new aspiration value
 for brands

Partner
 CARLIN CREATIVE
 TREND BUREAU

Sandra Saint-André attended Pierre and Marie Curie University (Paris VI) where she obtained a Masters degree in “Biochemistry, Biology and Pharmacology of Aging”, completed with a graduating year in Euromed Business School (Marseille): “Management in the Health Industry Era”. She started, and pursues, her career at Laboratoires Pierre Fabre Dermo-cosmétique in 2002 as Strategy and Development Product Manager for the Galénic Brand. Throughout the years, she has become an expert in the development, and business of dermo-cosmetic products worldwide.

For the past 8 years, she has contributed to the international success of the brand Eau Thermale Avène (N°1 dermo-cosmetic brand in Europe), in connection with her solid expertise of consumers’ needs, and health professionals’ demands.

In 2018, the Skin Protect, Ocean Respect eco-responsible approach developed on Eau Thermale Avène Sun Care products received two awards from ADETEM association (French National Association of Marketing Professionals – 1500 companies – all sectors of businesses): The Gold medal in the Responsible Marketing Category, as well as the Gold medal in the Excellence award. Fully reflecting the brand’s commitments.

Speaker

Stefan Siemer
*Head Corporate
 Sustainability,
 Weleda Group*



STAGE 1
 h 2.30 pm – 3.15 pm

Talks
 Commitment,
 new aspiration value
 for brands

Partner
 CARLIN CREATIVE
 TREND BUREAU

Stefan coordinates the manifold sustainability activities of Weleda, and the current Weleda sustainability programme for 2018-2022. Before he joined Weleda, he worked with his own consultancy in the intersection of three strategy areas: sustainability, brand and communication. Amongst others, for clients such as BSH, Deutsche Telekom, Allianz, Panasonic, Telefonica, Burger King, GIZ Mibelle Group, Primavera, and, of course, Weleda.

How to be successful in the spa industry

STAGE 2

h 3.30 pm – 5.00 pm



Moderated by
Michael Tompkins
Partner, Hutchinson Consulting

Speakers
Brian Brazeau
General Manager, Skincare Division of the Davines Group [comfort zone] & /skin regimen/

Laura Parsons
Director of Spa and Wellness, The Spa at Pelican Hill

Garrett Mersberger
ISPA Chairman, Director of Wellness & Kohler Waters Spas

Lynelle Lynch
President and Owner, Bellus Academy

Spa is hotter than ever! Are you missing out? Do you know today's top trends, and how they impact your business? Do you know what the consumer wants from their Spa experience? And just what exactly are spa buyers looking for - how do you get your brand into high-end hotels, resorts, and day spas? Our expert panel of spa professionals will explore these topics, and much more. Join us for a frank discussion around competition, retail, workforce development, and daily business solutions to grow your business in this rapidly changing industry.

Moderator

Michael Tompkins
Partner, Hutchinson Consulting



STAGE 2
h 3.30 pm – 5.00 pm

Talks
How to be successful in the spa industry

Partner
ISPA

For more than two decades Michael G. Tompkins has led celebrated teams in the luxury hospitality, wellness, and spa industries, earning world recognition for visionary leadership. He is a partner in Hutchinson Consulting, a hospitality consulting firm who builds, markets and staffs four and five star resorts, hotels, spas, wellness centers and senior living projects around the globe. He is a past Chairman of the International SPA Association (ISPA), Former CEO of Miraval Resorts, Hilton Head Health, and PALM Health his firm is regarded as one of the leading agencies in hospitality consulting.

Speaker**Brian Brazeau**

*General Manager,
Skincare Division of
the Davines Group
[comfort zone]
& /skin regimen/*



STAGE 2
h 3.30 pm – 5.00 pm

Talks
How to be successful
in the spa industry

Partner
ISPA

As General Manager, Brian Brazeau directs and manages brand development and all international trade activates for [comfort zone] and /skin regimen/ worldwide. Bringing his innovative vision and strong experience in the Global Spa market, Brian will strengthen the communication of the [comfort zone] core values and develop new strategies to position this award winning Italian brand as unique in the industry, in tandem, position the newly launched /skin regimen/ as a true innovator in the skincare world.

Speaker**Laura Parsons**

*Director of Spa
and Wellness,
The Spa
at Pelican Hill*



STAGE 2
h 3.30 pm – 5.00 pm

Talks
How to be successful
in the spa industry

Partner
ISPA

Laura Parsons leads The Spa at Pelican Hill®, Newport Beach's only Forbes Travel Guide Five-Star Spa, in delivering relaxing, renewing and invigorating spa experiences to guests from near and far. Parsons joins Pelican Hill from ESPA International, where she led a large portfolio of spa partners as Director of Operations – The Americas. Previously, she held spa director roles with Hotel ZaZa's two Texas locations and La Posada de Santa Fe, a RockResort. She is a Member of the ISPA Board of Directors and an alumna of the University of Kentucky and Aveda Fredric's Institute.

Speaker

Garrett Mersberger
ISPA Chairman
Director,
Wellness & Kohler
Waters Spas



STAGE 2
h 3.30 pm – 5.00 pm

Talks
 How to be successful
 in the spa industry

Partner
 ISPA

Garrett Mersberger has been in the Hospitality industry for more than 20 years. Working for both Kohler Co. and ClubCorp, Mersberger has managed multiple businesses and gained extensive knowledge in the health, wellness and private club sectors of the industry. As Director of Wellness & Kohler Waters Spas, Mersberger oversees the Kohler Waters Spa at The American Club, Kohler Waters Spa in Burr Ridge, Illinois, Kohler Waters Spa, Green Bay, Wisconsin, and the Kohler Waters Spa at the Old Course Golf Resort and Spa, St. Andrews, Scotland. The Kohler Waters Spa portfolio of Spas is known for its innovative water services and Five-Star customer service worldwide. The Kohler Waters Spa located in Kohler, Wisconsin is one of only 60 Five-Star spas in the world. In addition to these roles, Mersberger speaks at several different Spa Conferences around the world and currently serves as Chairman of the International Spa Associations (ISPA) Board of Directors. Mersberger was elected to the ISPA Board of Directors in February 2016 and served as Secretary/Treasurer of the Board throughout 2017. ISPA is recognized worldwide as the leading professional organization and voice of the spa industry.

Speaker

Lynelle Lynch
President & Owner,
Bellus Academy



STAGE 2
h 3.30 pm – 5.00 pm

Talks
 How to be successful
 in the spa industry

Partner
 ISPA

Lynelle Lynch is president and owner of Bellus Academy. An accomplished visionary and entrepreneur, in 2005 Lynelle accepted the challenge of reimagining beauty and wellness education, taking the leadership reins at Bellus Academy. Recognizing that professional development is a lifelong adventure, Lynelle has led the development of advanced education programs at Bellus Academy. Bellus educators as well as students continually strive to push their creative boundaries and Bellus Academy educators routinely place in the world's most prestigious industry competitions. Yet Lynelle also recognizes the importance of "core business skills" that contribute to graduates' success. Bellus Academy students learn not just the art and science of cosmetology and related programs, but also vital business skills including personal finance and marketing. Among Lynelle's diverse accomplishments, she is particularly proud of the Beauty Changes Lives Foundation which she founded in 2009. Since becoming a 501c3, the Foundation has raised millions of dollars and awarded thousands of scholarships for individuals pursuing careers in hairstyling, aesthetics, massage therapy, professional nails, makeup and barbering. She has also engaged some of the world's most esteemed beauty brands in supporting NextGen talent.

Chinese beauty brands going to the west for expansions or acquisitions

STAGE 1

h 3.45 pm – 4.30 pm



Moderated by

*Gianvito D'Onghia,
Managing Partner,
CREATIVE CAPITAL
CHINA*

Speakers

*Simon Yu, Founder,
Little Ondine*

Lu Guo

*Founder & CEO,
Ushopal*

Grace Fu

*General Manager,
Liber Fashion*

Emma Zhou Yiming

*Founder and Chairman,
Sunsult
Investment & Co,
Ltd*

Tian Honghai

*Director of Creative
Design Department,
HANHOO Cosmetics Co.,
Ltd.*

While consumer perception in the West is still quite strong, the time when China was producing copy cat and cheap product is long gone.

China has seen not only the growth of very high quality products, there is also a wave of exciting brands coming from China.

Chinese entrepreneurs and companies are also on the look of acquisitions of European Brands to diversify their portfolio and offer. During this talk we will discuss about these exciting changes bringing Chinese brand owner going to the West, leading online platform distributing niche brands in China and looking for acquisition opportunities in Europe and branding expert.

Moderator

Gianvito D'Onghia

*Managing Partner,
CREATIVE CAPITAL
CHINA*



STAGE 1

h 3.45 pm – 4.30 pm

Talks

Chinese beauty brands going to the west for expansions or acquisitions

Partner

CREATIVE CAPITAL

Gianvito D'Onghia is one of the managing partners of CREATIVE CAPITAL CHINA. Before going to China in 2010, he studied International Relations and Chinese studies in Naples (Bachelor degree from L'Orientale), Paris (Exchange program at INALCO) and Brussels (Master from ULB). After deepening his Chinese language skills at the Beijing Normal University, he completed his education through a post-experience Master Degree in Fashion, Experience and Design management from SDA Bocconi. In China since almost 10 years ago, as managing partner of Creative Capital Mr. D'Onghia's work focuses on two main aspects: assisting domestic brands in building and applying their DNA through product/ retail/communication identity and supporting international clients in customizing their storytelling and brand experience for the Chinese market. Moreover, Gianvito D'Onghia serves also as lecturer of brand identity management at the Istituto Marangoni in Shenzhen. Since 2010, CREATIVE CAPITAL CHINA has grown into one of the leading independent branding agency in China with offices in Shanghai, Paris, Shenzhen, Jakarta and New York. Its unique methodology is based on systematic and creative story-telling. The company works with both prestigious international clients and leading Chinese brands.

Speaker

Simon Yu

Founder,
Little Ondine



STAGE 1
h 3.45 pm – 4.30 pm

Talks
Chinese beauty brands
going to the west
for expansions
or acquisitions

Partner
CREATIVE CAPITAL

Simon Yu was born in China. He is the founder of the fast growing innovative nail polish brands Little Ondine that have taken by storm social media in China and in some European Countries. Before to start Little Ondine he was a senior Art Director at JWT. He is a graduate of the University of the Arts London where he graduates in Digital Arts.

Speaker

Lu Guo

Founder & CEO,
Shopall



STAGE 1
h 3.45 pm – 4.30 pm

Talks
Chinese beauty brands
going to the west
for expansions
or acquisitions

Partner
CREATIVE CAPITAL

Lu is a recognized leader who is known for her capability to develop brands quickly drive healthy volume and long-term healthy growth even for innovative channels like China ecommerce. Lu's career spans from building ambitious entrepreneurial start-ups, leading projects at strategy consultancy powerhouse, the Boston Consulting Group, building and operating hyper-complex supply chain planning for Anheuser Busch InBev, to leading digital innovation and capability building for VF Corporation, the world's largest apparel company that owns brands such as The North Face, Lee, and Timberland, and shaping and leading entire online brand development and healthy scaling as Johnson and Johnson groups Vice President, Digital and Ecommerce. Lu worked extensively across different aspects of retail, from trans-creating brands for the Chinese market, creative retail and distribution experience in store, to building real-time digital ecosystem for brands to engage and co-create with consumers. Lu was cited in VF 2012 annual report and Wall Street VF Investor report for her outstanding effort in building digital excellence as a competitive advantage. Her successful business achievements and case studies were also cited by The Economist magazine for innovative and powerful brand building via digital in China. Lu received her MBA from Wharton School of University of Pennsylvania, US, where she double majored in Finance and Entrepreneurial Management. Before Wharton, Lu founded a series of startup companies, including a cross border online trading venture in the US.

Speaker

Grace Fu

General Manager,
Liber Fashion



STAGE 1
h 3.45 pm – 4.30 pm

Talks
Chinese beauty brands
going to the west
for expansions
or acquisitions

Partner
CREATIVE CAPITAL

Ms. Grace Fu worked in IMAGINEX GROUP (a member of LANE CRAWFORD JOYCE GROUP), cooperated with international brands e.g. Burberry, Gucci, Versace, Coach, Michael Kors, Moschino, MCM, Bally, Kate Spade, Juicy Couture, Jo Malone, Aveda, Joyce Beauty, etc.
She is an expert in building client network and maintaining relationships with partners, landlords, investors, government officials and she has rich experience in brand building and overseeing the daily operations (including retail operations, finance, marketing, leasing & commercial), developing high standard of merchandising, branding and display techniques and maintaining company's VM.

Speaker

Emma Zhou Yiming

Founder
& Chairman,
Sunsult
Investment Co, Ltd



STAGE 1
h 3.45 pm – 4.30 pm

Talks
Chinese beauty brands
going to the west
for expansions
or acquisitions

Partner
CREATIVE CAPITAL

With a master in Sichuan University and an EMBA of Beijing Hsbc University, she is the Founder and Chairman of Sunsult Investment Co, Ltd, a listed company in China Stock Market.
Ms. Emma Zhou Yiming has 20 years experience of working in areas such as telecommunication & internet, Brand & Marketing management & development, digitalization and bigdata, Marketing Intelligence, brand investment and M&A. Sunsult is one of the top suppliers of Watsons, Walmart, Manings, Metro, 7/11, JD.com, Tmall, Vipshop.com in China, and has deep business connection with more than 100.000 shops in China mainland.

Speaker**Tian Honghai**

Director of Creative
Design Department,
HANHOO
Cosmetics Co.,
Ltd.



STAGE 1
h 3.45 pm – 4.30 pm

Talks
Chinese beauty brands
going to the west
for expansions
or acquisitions

Partner
CREATIVE CAPITAL

Tian Honghai is the Director of Creative Design Department in HANHOO Cosmetics Co., Ltd. is responsible for the overall design of HANHOO. With 16-year-experience in beauty industry, he has a deep understanding of online sales vision system. He has served as the head of design team of marketing, brand department and product department. His expertise includes brand visual identity management, product development, packaging design, etc.

Sustainable sourcing in beauty: how beauty companies are creating a positive impact

STAGE 2

h 10.15 am – 11.00 am

COSSMA

Moderated by
Angelika Meiss
Senior editor,
COSSMA

Speakers
Alessandra Pantella
R&D Manager,
Oway

Bianca Seelig
Stakeholder Manager,
Strategy Implementation
& Projects for
Oleosurfactants,
BASF

Juliette Sicot-Crevet
VP Business
Development Naturals
& Sustainability,
Firmenich Perfumery
Division

William Brightman
Co-Founder,
UpCircle Beauty

Finding an “equilibrium” for beauty brands is becoming a “must” in a time of social and environmental change.

Companies are looking daily for sustainable sourcing not only to manage the planet’s finite resources but also to build a positive impact in the communities; fragrances and ingredients play a major role in this new culture of positive impacts.

COSSMA will discuss with top global expert of the next challenges and opportunities in the beauty sector to innovate, create, and grow.

Moderator

Angelika Meiss

Senior editor,
COSSMA



STAGE 2
h 10.15 pm – 11.30 pm

Talks
Sustainable sourcing
in beauty: how beauty
companies are creating
a positive impact

Partner
COSSMA

A graduate of Heidelberg University, Angelika Meiss created the concept of COSSMA magazine, the international trade journal targeting the cosmetics industry, in 2000. Since then, she has continually reshaped the magazine as well as its broad online portfolio in response to the constantly evolving needs of the influencers in the cosmetics producing industry.

Angelika also regularly presents the Anti-Ageing Conference on the occasion of BEAUTY FORUM LEIPZIG, a tradeshow dedicated to beauticians.

Speaker

Alessandra Pantella

R&D Manager,
Oway



STAGE 2
h 10.15 pm – 11.30 pm

Talks
Sustainable sourcing
in beauty: how beauty
companies are creating
a positive impact

Partner
COSSMA

Mrs. Pantella was awarded a Bachelor's Degree in Pharmaceutical Chemistry and Technology and a Master's Degree in Cosmetic Science and Technology by the University of Ferrara; she has been formulating cosmetics for more than twenty years. She is specialised in blending natural and organic ingredients for a variety of products and she has previously worked in three important Beauty sector companies. At Oway's (Organic Way) service, she has been producing professional formulations for hair and body, according to the brand's agricosmetic values.

Speaker

Bianca Seelig
 Stakeholder
 Manager, Strategy
 Implementation
 & Projects for
 Oleosurfactants,
 BASF



STAGE 2
 h 10.15 pm – 11.30 pm

Talks
 Sustainable sourcing
 in beauty: how beauty
 companies are creating
 a positive impact

Partner
 COSSMA

Bianca Seelig has a background in Organic Chemistry. She completed her PhD at the University of Cologne and Tokyo. Since 2009 she has joined BASF in various roles amongst research scientist for oxidation reactions and technical manager focusing on personal care products. Since 2017 she is responsible for the BASF palm commitment implementation together with her colleagues as a stakeholder manager. As part of her daily tasks she collaborates along the value chain to define conceptual and strategic approaches on sustainable palm based ingredients.

Speaker

Juliette Sicot-Crevet
 VP Business
 Development Naturals
 & Sustainability,
 Firmenich Perfumery
 Division



STAGE 2
 h 10.15 pm – 11.30 pm

Talks
 Sustainable sourcing
 in beauty: how beauty
 companies are creating
 a positive impact

Partner
 COSSMA

Juliette joined Firmenich in 2012 as Vice President Global Marketing, Prospective and Consumer Intelligence for the Perfumery Division. In January 2017, she was appointed to the newly created position of Vice President for Naturals and Sustainability to address the growing consumer and brand demand in this field. She works across functions and leads transformative actions; builds differentiated operational capabilities to design best in class ingredients and fragrances solutions that meet consumer needs for naturalness, transparency and sustainability to clients, in the Beauty & Home Care and Fine Fragrance sectors. She is an international senior executive with experience in general management, Marketing, Consumer Trend & Insight, value adding innovation, branded business transformation (post/pre M&A), strategic market intelligence and data analytics. Prior to Firmenich, Juliette worked for IPSOS where she led the set-up of the new Global Research Center for Brand Innovation testing and opened a new country, IPSOS Switzerland, conducting research in 50+ countries over the world. She spent the first 15 years of her career at Procter & Gamble, in Europe and Latin America, followed by Cadbury-Schweppes. She is a graduate from HEC, married and has 3 children.

Speaker

William Brightman
Co-Founder,
UpCircle Beauty



STAGE 2
h 10.15 pm – 11.30 pm

Talks
Sustainable sourcing
in beauty: how beauty
companies are creating
a positive impact

Partner
COSSMA

Having read Economics & Management at Oxford University, William joined Citi in the Investment Banking division. Two years later he moved to an equity long/short hedge fund, and it was here where he had the idea to start Optiat. After receiving a cafetiere for Christmas, he started making coffee each morning. However, in doing so, he realised that the used coffee grounds would have to be simply thrown away each time. Upon further research he found that more than 500,000 tonnes of coffee grounds are consumed each year in the UK alone and sent to landfill. He discovered that these used coffee grounds could be repurposed into a natural, antioxidant-rich exfoliating body scrub.

Optiat, which stands for 'One Person's Trash Is Another's Treasure', was born. William had initial success with Optiat with UK listings in the likes of Waitrose, Whole Foods, Planet Organic and TopShop as well as online platforms Cult Beauty and Pretty Little Thing. The company also expanded into Europe, distributing in eight countries. In 2018 Optiat successfully crowdfunded, followed by a successful appearance on the UK TV show "Dragons' Den", receiving offers from three dragons. Optiat has now rebranded to UpCircle Beauty, launching new product ranges including an organic face serum with coffee oil from used grounds and soap bars made with re-used chai tea spices. They have now expanded their distribution to Australia and have bold ambitions for the years to come.

Beauty through the lens of holistic wellness

STAGE 1
10.45 AM - 11.30 am



Moderated by
Irina Barbalova
Global Lead, Beauty
and Personal Care,
Euromonitor
International

Speakers
Tanya Mya Shah
Brand Director, Urban
Veda

Daniele Versolato
Sales & Marketing
Director, BIOFARMA

Jurgis Didžiulis
Brand Ambassador,
KILIG - BLOK
Laboratoria

Kseniia Galenytska
Consultant in Beauty
& Fashion team,
Euromonitor
International

With the concept of holistic wellness now becoming fully integrated into beauty perceptions and routines, the need for a lifestyle-oriented brand portfolio is more relevant than ever.

While the response to this movement has manifested itself in multiple forms already, the scope for exploring new concepts as well as traditional alternatives to support a wider portfolio of wellness concerns still remains significant.

From tailored education and guidance to renovated product formats and services, as well as experiences that endorse holistic solutions, the beauty and wellness convergence is undergoing a paradigm shift set to transform the industry in the future.

Moderator

Irina Barbalova
*Global Lead,
 Beauty
 & Personal Care,
 Euromonitor
 International*



STAGE 1
 h 10.45 am – 11.30 am

Talks
 Beauty
 through the lens
 of holistic wellness

Partner
 EUROMONITOR
 INTERNATIONAL

Irina Barbalova heads up the global Beauty and Personal Care industry division at Euromonitor International, which she joined in 1999.

Irina drives the content, quality and evolution of Euromonitor's Beauty offering, which provides strategic insights and tactical solutions across 100+ markets worldwide.

As a Global Lead of the industry, she focuses on developing expertise and thought leadership through strong commercial engagement and strategy support across the business.

Irina has a high-profile record in the industry and is a regular speaker at leading events and forums. Before heading up the Beauty industry in 2008, Irina also managed the research programme for the Home Care & Tissue/Hygiene industries for 7 years.

Speaker

Tanya Mya Shah
*Brand Director,
 Urban Veda*



STAGE 1
 h 10.45 am – 11.30 am

Talks
 Beauty
 through the lens
 of holistic wellness

Partner
 EUROMONITOR
 INTERNATIONAL

Tanya Mya Shah is the Brand Director of Urban Veda, the Award-Winning Ayurvedic, natural skincare brand based in the UK. Being of Indian heritage meant she was brought up on the Ayurvedic concepts of health & wellbeing which she incorporates into the brand.

She graduated from University College London with a bachelor's degree in Business & Economics in 2011. Following this she joined the Deloitte Strategy Consulting team where she was nominated for the Women in Leadership programme supporting females in the position for top-level leadership in corporate organisations.

Tanya then joined Urban Veda in 2017 where she is driving the brand mission to become the UK's Leading Ayurvedic Skincare brand.

Speaker

Daniele Versolato
Sales & Marketing
Director,
Biofarma



STAGE 1
h 10.45 am – 11.30 am

Talks
Beauty
through the lens
of holistic wellness

Partner
EUROMONITOR
INTERNATIONAL

From 2013 Sales & Marketing Director in Biofarma SpA, contract manufacturing company for the industries of Cosmetics, Medical Devices and Food Supplements. Daniele has experience in many beauty companies like Zignago Vetro SpA, Helvoet Pharma – Datwyler Group, CMA SpA, CMA SpA.

Biofarma is the industrial centre which formulates, produces and manufactures cosmetics, food supplements and medical devices exclusively for third parties. In this company the client can find all of the solutions and products to satisfy their needs, tailored to suit their specific requirements.

For 30 years Biofarma has contributed to the success of its clients by offering a complete service, from the first idea to the finished product.

Biofarma is constantly investing in research and development, in new production processes and advanced machinery, and in the professionalism of its team. It is the ability to innovate that makes Biofarma an international benchmark in the field of Consumer Health and Beauty Care.

Speaker

Jurgis Didžiulis
Brand Ambassador,
Kilig – Biok
Laboratoria



STAGE 1
h 10.45 am – 11.30 am

Talks
Beauty
through the lens
of holistic wellness

Partner
EUROMONITOR
INTERNATIONAL

Inspirational Troubadour, Corporate Edutainer, Artistic Activist, Social Alchemist. Jurgis Didžiulis (aka Jurgis DID) is hard to pin down with conventional labels. This Colombian-Lithuanian masterfully mixes musical performance, public speaking, and engaging interaction to forge exceptional participative experiences that elevate, inspire and educate.

He transcends genres and formats with a subversively innovative mindset focused on empowering people. A colourful background that includes Eurovision and EU consultant allows Jurgis to earnestly connect with very different audiences, including arenas packed with thousands of tech-heads, royal receptions, corporate boardrooms and kindergartens alike.

He studied Political Science and Business Administration, and has extensive experience in campaigning, corporate education, communication, media-consulting, and many things “social”. Jurgis is currently brand philosopher for Kilig, where he focuses on emotional health, subjective perceptions of beauty, and the power of a playful attitude in creating and projecting a positive image of ourselves.

Speaker

Kseniia Galenytska
 Consultant
 in Beauty
 & Fashion team,
 Euromonitor
 International



STAGE 1
 h 10.45 am – 11.30 am

Talks
 Beauty
 through the lens
 of holistic wellness

Partner
 EUROMONITOR
 INTERNATIONAL

As a Consultant in the Health and Beauty team at Euromonitor International, Kseniia is focusing on researching Beauty and Personal Care industry providing forward-thinking insights and in-depth analyses related to trends shaping the industry, as well as competitive intelligence and opportunity analysis.

Kseniia regularly contributes to Euromonitor's content with specialization spanning across skin care, hair care, and identifying how consumer demands and priorities are shifting in the light of recent trends such as focus on health and wellness.

As a part of her role Kseniia is sharing her expertise with industry experts speaking at various conferences as well as publishing articles and opinion pieces related to latest industry events that has been quoted in various industry publications including Business of Fashion, Cosmetics Design, Cosmetics Business, Bloomberg, and Yahoo Finance.

Digital innovation to create the future of beauty

STAGE 2
 h 11.15 am – 12.15 pm

LIVING IN DIGITAL TIMES
 CONNECTING LIFE'S DOTS

Moderated by
Jill Gilbert
 Producer,
 Living in Digital Times

Speakers
Robin Raskin
 Founder,
 Living in Digital Times

Bianca Heiszwolf
 Senior Vice
 President & Business
 Leader Beauty,
 Philips

Yongjoon Choe
 CEO,
 lululab

Philipp Gross
 Co-Founder & Head
 of Customer
 Experience,
 loniq

Is Cutting-edge Technology the Beauty Industry's Secret Weapon?

Join us in our exploration of the surging and fascinating high-tech overhaul of the beauty industry, bringing forth innovation that is utterly transforming the market. The bar is continuously being raised, and beauty brands and retailers must keep up to remain relevant for their customers.

- Technology Enables Hyper-Personalization and Customization, elevating engagement among consumers by offering tailored products and solutions. From smart mirrors, wearables and cutting-edge augmented reality tools, beauty tech is empowering consumers with EXACTLY what they need.
- Diagnostic and Treatment Tech Tools are making the dermatologist irrelevant with things like sophisticated home IPL and laser hair removal devices to revolutionary diagnostic skin analysis tools that also recommend personalized treatments.
- Beauty is Health and Health is Smart Beauty—the best kept beauty-tech secrets are now found in the smart products that focus on skincare and anti-aging, that are





also proving to be an arm for healthcare in their indications of potential skin cancer and chronic skin conditions. Additionally, products like smart toothbrushes can inform the user when they've missed a spot, while also connecting consumers directly to remote professionals, aka tele-dentistry.

- Retailers are Joining the High-Tech Beauty Craze through creative brand partnerships, offering consumers inspiring experiences that are free with (or without) purchase. From virtual makeup application to AR-centric online stores like Sephora, beauty retailers are competing to offer an edge in an increasingly crowded market. What was once the craze in gaming is now the latest in beauty.

Moderator

Jill Gilbert Producer, *Living in Digital Times*



STAGE 2
h 11.15 am – 12.15 pm

Talks
Digital innovation
to create the future
of beauty

Partner
LIVING IN DIGITAL
TIMES

Jill Gilbert is a catalyzer of people, events, and ideas. Her experience ranges from speaker, publisher, and Silicon Valley entrepreneur to Hollywood producer to breakthrough industry conference curator. Her most recent accomplishments include producing Beauty Tech, Digital Health, Sleep Tech and Baby Tech which are adjuncts to the Consumer Electronics Show (CES). She also founded and premiered the Digital Health Summer Summit in 2012, which continues to grow and receive rave reviews. Earlier in her career, Jill served as the VP of E-Commerce at Caring.com and co-founder and CEO of Gilbert Guide, the first national senior living directory, and advisory resource. She also spent years in feature film development and production at Columbia Pictures, Disney, and MGM. When she's not mixing people and ideas, Jill enjoys a quiet glass of wine, a loud USC Trojans football game and snuggles from her adorable toddler, Brody.

Speaker

Robin Raskin

Founder,
Living
in Digital Times



STAGE 2
h 11.15 am – 12.15 pm

Talks

Digital innovation
to create the future
of beauty

Partner

LIVING IN DIGITAL
TIMES

Robin Raskin is the founder of Living in Digital Times (LIDT), a team of technophiles who bring together top experts and the latest innovations to look at the intersection of lifestyle and technology. LIDT produces a number of notable conferences and expos at CES® and at conferences and events worldwide. The company's trademark events include: Last Gadget Standing, Digital Health Summit, FashionWare, Fitness Tech Summit, Kids@Play Summit, The Digital Money Forum and others. In a previous lifetime, Robin honed her tech chops at a variety of technology publications. She was a columnist for USA Today online, editor of PC Magazine, started FamilyPC magazine and was one of the founding contributors of Yahoo! Tech. Author of six books, magazine publisher, blogger, TV and radio personality, Robin has been a thought-leader at the forefront of an ever-changing topic: what it means to be digital. Robin also serves on the board of the CTA Foundation. She lives in NYC and in the Hudson Valley, with her husband, her three drop-in-now-and-then children, and closets full of obsolete technology. Follow Robin on Twitter @RobinR and stay up to date on all things Living in Digital Times on Twitter, LinkedIn and Facebook.

Speaker

Bianca Heiszwolf

Senior Vice
President & Business
Leader Beauty,
Philips



STAGE 2
h 11.15 am – 12.15 pm

Talks

Digital innovation
to create the future
of beauty

Partner

LIVING IN DIGITAL
TIMES

Bianca Heiszwolf is Senior Vice President and Global Business Leader Beauty and member of the Business Group Personal Care at Royal Philips. She has more than 20 years of international experience, managing global businesses in the consumer goods manufacturing industry. Bianca is responsible for the global business of consumer female personal care, including female hair removal, skin care and hair care. As Business Leader Beauty, she contributes to the transition of Philips to a customer-centric digital solutions company. She plays an important role in unlocking new business models by developing personalized beauty propositions aimed at supporting and guiding individual women. Bianca's stance is echoed in the Philips' commitment to deliver innovations that support individuals in their quest for healthy living and empowering them to better understand that their daily routines can have an impact on their health, confidence and wellbeing. Bianca has a passion for understanding consumers, their needs and motivations and helping to find new solutions to make their life better. Earlier in her career Bianca was responsible for Home Luminaires at Signify, Floor Care in Royal Philips and worked in various marketing functions after starting her career as a marketing intelligence specialist.

Speaker

Yongjoon Choe
CEO,
lululab



STAGE 2
h 11.15 am – 12.15 pm

Talks
Digital innovation
to create the future
of beauty

Partner
LIVING IN DIGITAL
TIMES

Yongjoon Choe is the CEO of lululab since 2017. He was awarded with the CES Innovation Award 2019 with the launch of AI Beauty Store, with the Cosmoprof Asia Awards 2018 in Skincare category and with the Red Dot Design Award 2018. He worked for Samsung Electronics as Creative Leader and in Sales & Marketing after his experiences at McKinsey&Company, UBS, and Celltrion. Education: Harvard Medical (Children's Hospital) - Genome Sequencing Research and Cornell University - B.S., Bio Engineering.

Speaker

Philipp Gross
Co-Founder
& Head of Customer
Experience,
Ioniq



STAGE 2
h 11.15 am – 12.15 pm

Talks
Digital innovation
to create the future
of beauty

Partner
LIVING IN DIGITAL
TIMES

Philipp Gross joined IONIQ in 2017. He currently holds the position as co-founder and head of customer experience. In his current role he has to transform the idea of IONIQ, a smart full body skin care sprayer, into a viable market approach and drive implementation. Before he joined IONIQ Philipp has worked over 6 years as marketing & innovation consultant within the automotive and telecommunication industry as well as founded his own start-up.

J-beauty: Made in Japan at Cosmoprof

STAGE 2

h 12.30 pm – 1.15 pm



Moderated by
Marco Piacentini
Founder,
CHIMAR

Speakers
Kota Aihara
Director,
Naris Cosmetics

Akiko Saga
Sales Director,
Nihon Kolmar

Gosuke Okai
Chief Marketing for
Cosmetic Microneedle,
Nissha

Yutaka Kitazume
Director for Overseas
Business -
Warew project,
Wamiles Cosmetics Inc.

Japan is with no doubts one of the largest beauty & personal care markets in the world, valued somewhere between 30 to 35 billion € in 2018. Three Japanese companies are in the top 10 of the global listed companies in the beauty industry. Particularly, one of these marking an impressive +45% profit in 2018. A fascinating tradition still mysterious to most of non-Japanese people attracted in 2017 a record of 29 million of tourists, visiting Japanese beauty salons and shops in the hope to find what makes Japanese ladies skin so beautiful and flawless. Tokyo, Yokohama, Osaka, Kyoto, Fukuoka, Kobe, everywhere in Japan cosmetics companies developed starting from late 1800. And yet, only few are in the world original Japanese cosmetics brands. With very limited exception, it is almost impossible to find in overseas retails or department stores a decent selection of made in Japan cosmetics. Unmatchable textures, unique and traditional personal care routines, restless research and development, Japanese cosmetics & personal care secrets are jealously kept within the country borders, protected from open markets... till now. Japan has embraced its way. It's coming. It's J-beauty.

Moderator

Marco Piacentini
Founder,
CHIMAR



STAGE 2
12.30 pm – 1.15 pm

Talks
J-beauty:
Made in Japan
at Cosmoprof

Partner
CHIMAR

Dr. Marco Piacentini is a PhD of Polytechnic of Zurich (ETH) where he served as a research fellow until 2007 focusing on catalysis and chemical engineering. Back in Italy, he followed his passion entering the cosmetic industry willing to transfer his academic competences and experiences first in cosmetic packaging and then in cosmetic testing industry. After awarding an MBA at SDA Bocconi business school, Dr. Piacentini joined Eurofins Scientific Group where he today operates as Managing Directors of Italian Cosmetic & Personal Care testing Division and as Business Developer of Eurofins Cosmetic & Personal Care Testing Market in Japan. Since 2016, Dr. Piacentini is also directly investing as VC in companies focused on Japanese cosmetic business development offering a vertical support through all the cosmetic business value chain and branding.

Speaker

Kota Aihara
 Director,
 Naris Cosmetics



STAGE 2
 12.30 pm – 1.15 pm

Talks
 J-beauty:
 Made in Japan
 at Cosmoprof

Partner
 CHIMAR

He joined Naris cosmetics in 1996 and then he was appointed General Manager of Sales at Naris Up Cosmetics Self-selected on market and Toiletry Division. Naris's technology and product innovation are also contributing their full potential to overseas market. The company does research on the weather, habit, skin texture and color, preference of fragrance and other related conditions among different countries. Based on their research, they develop cosmetics that local consumers really need. Through their unremitting efforts, Naris has gained the trust from overseas users. What's more, we spread our 'for others' spirit to the world by training local staffs, promotion, exhibition, advertising etc. From September 2018, Mr. Aihara is Director and General Manager of Overseas division (current position).

Speaker

Akiko Saga
 Sales Director,
 Nihon Kolmar



STAGE 2
 12.30 pm – 1.15 pm

Talks
 J-beauty:
 Made in Japan
 at Cosmoprof

Partner
 CHIMAR

She has 10 years' experience in B2B sales at Nihon Kolmar. Nihon Kolmar is distinctly an ODM (Original Design Manufacturing) operator with strong R&D capabilities, not simply a contract OEM (Original Equipment Manufacturer). Driven to be the Global NO.1 in Cosmetics Contract Manufacturing by serving your every requirement.

Speaker

Gosuke Okai
 Chief Marketing
 for Cosmetic
 Microneedle,
 Nissha



STAGE 2
 12.30 pm – 1.15 pm

Talks

J-beauty:
 Made in Japan
 at Cosmoprof

Partner
 CHIMAR

Gosuke Okai is the Chief Marketing for Cosmetic Microneedle at Nissha, 89 years old precision technology company based in Kyoto, Japan which provides various high technology products from medical devices to high definition electronic devices. His personal career started in marketing communication business at “Nissha Printing”, the predecessor of Nissha. He has worked for Japan’s cosmetic mega-brands and later he worked with startup community in the US bay area for new business development. He joined the Cosmetic Microneedle project, an in-house startup team in the large-scaled manufacturing company in 2014 to conduct all the marketing activities including business design, marketing strategy planning, product development and customer relation management.

Speaker

Yutaka Kitazume
 Director for Overseas
 Business -
 Warew project,
 Wamiles
 Cosmetics Inc.



STAGE 2
 12.30 pm – 1.15 pm

Talks

J-beauty:
 Made in Japan
 at Cosmoprof

Partner
 CHIMAR

The company is one of the largest group in Japan in the beauty and personal care industry. With over 600 beauty salons and more than 18.000 beauty advisors operating inside Japan, Wamiles Cosmetics Inc. represents today an outstanding example of local business model in offering skincare products.

The future of perfumery: evolution or revolution

STAGE 1

h 12.00 pm – 12.45 pm



Moderated by

Creezy Courtoy
 Founder and Chairman
 International Perfume
 Foundation (IPF)

Speakers

Ruth Ruane
 CEO,
 Natural Perfume
 Academy

Françoise Rapp
 Aromatherapy and
 Essential Oils Specialist

Rodney Hughes
 Founder and CEO,
 Therapeutate Parfums

Consumer behavior is changing. Consumers are starting to ask questions about what they purchase for fragrances, the same way they have for healthier foods and beverages. They are beginning to look for new perfumers, custom perfumes, and natural perfumes. The world of perfume is changing: in the past there were around 10 perfume houses making perfumes for hundreds of brands. Today there are thousands of perfumers, and thousands of brands worldwide.

Are we seeing a new era for the perfume industry? Is this a revolution driven by consumers or is this a normal cyclical evolution leading perfumers to return to what perfume was in the past? Since ancient times, fragrances and perfumes were used for healing purposes and at the same time perfumers were healers. They studied perfumery to learn the beneficial power of plants, created their own little healing gardens, used enfleurage, maceration, and distillation techniques and start making their own perfumes while thinking about people's wellbeing. Thanks to flower fields, perfumers also made sure that bees did their part in preserving flowers

and plants for the future. Perfumes were precious, made with 95% flowers and plants and 5% alcohol.

Today, what challenge does the perfume industry have to face?

How can major brands adapt to changing consumer behaviors and meet the growing demand for natural? How can they enter this New Luxury Market, respecting the New Luxury Code?

Do we need to change the curriculum of perfumery courses to reflect the changing marketplace and tomorrow's perfumes? What is the purpose of a perfume? Shouldn't it be more than just self-satisfaction for a perfumer? Will this be enough to satisfy the inevitable changing consumer demand for natural products? What major changes already in place will continue to form a very new picture of the perfume industry and its exciting future? All of these questions and more will be covered by the panel.

Moderator

Creezy Courtoy
 Founder & Chairman,
 International Perfume
 Foundation (IPF)



STAGE 1
 h 12.00 pm – 12.45 pm

Talks

The future
 of perfumery:
 evolution
 or revolution

Partner
 IPF

Born into a perfumery family, Creezy Courtoy, perfume historian and anthropologist observed significant changes in perfumery and recognized the dangers of modern society losing the heritage and culture of perfume which led her to the founding of the International Perfume Foundation (IPF) in 1995.

She has assembled an impressive collection of museum-quality art pieces to illustrate each country's perfume heritage and received Unesco High Patronage for the exhibition Les Routes du Parfum. She also organised La Quinzaine du Parfum, in Brussels, presenting 5 different exhibitions and the European Stars of Perfumes with the support of COLIPA and the EU Commission. She would later introduce the New Luxury Code in 2004. In 2017 she launched the IPF Teacher's Academy to improve Natural Perfumery academics.

Followed by her 2018 book release of The Importance of the Olfactory Sense to develop industry awareness concerning the physiology of olfaction and breathing, and the perfumers responsibility to the consumer's well-being.

Speaker

Ruth Ruane
 CEO,
 Natural Perfume
 Academy



STAGE 1
 h 12.00 pm – 12.45 pm

Talks

The future
 of perfumery:
 evolution
 or revolution

Partner
 IPF

A mother of 7, Ruth Ruane started her career path as a baker. She managed two wholefood bakeries in her hometown of Galway, Ireland before eventually starting up her own bakery in 1991. She ran an organic market stall and supplied other local shops and restaurants. Nurturing her interest in growing food and herbs organically, she started a farm complete with polytunnel and a horse. At the same time she worked as a fine artist alongside a graphic designer. She branched out herself as a freelance sign writer and designer in 2001.

After taking a break from entrepreneurship for a few years working with an IT company, she founded the White Witch trademark and an organic, ethical skincare brand in 2005. Ruth put the skills that she learned while working in IT to build her own website. She completed Mandy Aftel's perfumery course in 2006.

After 2 years learning Moodle she co-founded the Natural Perfume Academy with Justine Crane in 2008 which was certified by the International Perfume Foundation in 2018.

Speaker

Françoise Rapp

*Aromatherapy
& Essential Oils
Specialist*



STAGE 1
h 12.00 pm – 12.45 pm

Talks
The future
of perfumery:
evolution
or revolution

Partner
IPF

Françoise Rapp is an entrepreneur with more than 25 years experience in the sector of cosmetics and natural perfumery. She lived more than 10 years in California, where she learned and taught the principles of holistic healing, aromatherapy and natural perfumery, while becoming an expert in essential oils. She is now based in the south of France, in Provence, close to the natural raw materials that allows her to defend her fundamental values focused on the ecology, quality and their role in consumer health. A Naturopath with a diploma in aromatherapy and natural perfumery, Françoise shares her skills and her long experience in aromatherapy training in natural perfumery and medicinal plants. Françoise is a renowned author recognized for her work on the aromatherapy, published by Flammarion and Prisma Presse, and has also contributed numerous articles in the professional media. She is preparing of her new book on emotional healing with essential oils as well as a guide to the use of plants. Professional speaker in the domains of the natural cosmetics and aromatherapy, she is involved with a project to open an international academy. Since 2003, Françoise has been a consultant in product formulation for skincare companies by valuing and associating the quality of the product with environmental protection.

Speaker

Rodney Hughes

*Founder & CEO,
Therapeutate Parfums*



STAGE 1
h 12.00 pm – 12.45 pm

Talks
The future
of perfumery:
evolution
or revolution

Partner
IPF

Rodney Fitzgerald Hughes is a graduate of Pratt Institute School of Art and Design; He has 30 years experience in the fashion, retail and beauty sectors. When he realises he was allergic to perfumes made with synthetics, he started a quest to develop botanical perfumes. He is passionate about Natural Perfumery and all arts that promote healing and balance to the human body and the environment. Mr. Hughes came to the Art of Perfumery as Reiki Master and Aromatherapist, holding an MA in Inter-religious Engagement and a concern for the preservation of mind, body and spirit through interaction with nature and metaphysical systems.

Bespoke beauty is set to be the biggest beauty trend of 2020

STAGE 1

h 1.15 pm – 2.00 pm



Moderated by

Andrew Mcdougall
Associate Director -
Beauty & Personal Care,
Mintel

Speakers

Andrea Pesce
Cosmetic Marketing
Consultant

Vincent Longo

Celebrity Makeup
Artist & Cosmetics
Entrepreneur

Flavia Rosignoli

Product Development
Manager Skincare,
ALFAPARF GROUP

Sarah Parsons

Features Editor,
Cosmetics Business
& Pure Beauty

In the past, brands had sole control over what defines beauty; however, perceptions of beauty based on age, gender, skin, hair, and body type are changing as today's consumers take control of how beauty is defined. The ever-evolving perception of beauty will see the removal of labels that are based on simple characteristics and will transform the way consumers look at their skin, hair, and body types. In 2019 and beyond, beauty consumers will demand that their individual needs are answered with options or customisable beauty. Brands will embrace inclusivity and address individual beauty concerns which will result in more customisation and personalisation of products. Brands must provide the simple solutions that consumer demand and make sure not to over-complicate the process. There is a growing desire to reflect the individual needs and concerns across the beauty landscape. This 'customisation' trend is instrumental in the 2019 beauty world as many are no longer willing to be passive recipients of generic, non-targeted skincare, haircare and make-up products. The customisation trend is largely driven by younger, internet-savvy consumers who are

conditioned to expect quick solutions and are willing to utilise both online and in-store diagnostics to get them. In Italy, 35% of consumers are interested in beauty products that can be personalised/tailored for them. In China, 31% of consumers say that the word 'individuality' defines luxury. In the US, 40% of make-up users aged 25-34 are frustrated by products that don't match their skintone.

Perceptions of the beauty ideal are transforming and consumer preferences dictate what brands create. Stop targeting potential customers by age, skin, hair or body type and be aware that everyone is unique. Bespoke beauty is the future. We see no signs of this trend slowing down. However, a personalised product must, by definition, evolve to suit consumers' changing needs. It will therefore be vital for brands to continue their conversations with consumers and involve them in future product development. That way, the personalised will remain truly personal. In this presentation we will look at how this personalisation trend is impacting the cosmetics industry globally, setting the scene for an interesting discussion with industry experts; who will analyse and highlight from their own experience, how this trend will continue to shape the future of the beauty market.

Moderator

Andrew McDougall

Associate Director -
Beauty
& Personal Care,
Mintel



STAGE 1
h 1.15 pm – 2.00 pm

Talks
Bespoke beauty
is set to be the biggest
beauty trend of 2020

Partner
MINTEL

Andrew McDougall is Associate Director – Beauty & Personal Care at Mintel providing insight and analysis in the market by identifying and tracking the latest trends and product innovations, as well as working with clients to assess market opportunities and provide competitive intelligence analysis.

Andrew is an award-winning journalist who has over ten years' experience in an editorial role, with seven years writing about the cosmetics industry, covering formulation, packaging, regulation and trends. Since joining Mintel, Andrew has written content for the Beauty & Personal Care platform focusing on the latest ingredient and product trends and also presented key data to clients and helped them strategise on how to unlock potential opportunities in the future.

Speaker

Andrea Pesce

Cosmetic Marketing
Consultant



STAGE 1
h 1.15 pm – 2.00 pm

Talks
Bespoke beauty
is set to be the biggest
beauty trend of 2020

Partner
MINTEL

Born in Sicily, Andrea Pesce never forgot his native land approach to life. Growing up in a family working in fashion, Andrea has always been attracted by art. After some time spent between London and New York, he pursued his dream to work in cosmetics and rapidly understood that his true love was the product itself. After some freelance work for big brands like L'Oréal, Clinique and Clarins, he joined an up-and-coming brand called KIKO and ended up spending 14 years as their Creative Manager. He worked hand-in-hand with the marketing, communication and digital teams to plan, select and develop more than 16 limited editions every year, helping KIKO become the undiscussed success it is now. He then moved to Dubai to work as Marketing and Buying Director for the KOJ group, working on re-branding their 250 stores across the middle East. He is now based in Milan following his primary passion, creating beautiful products and advertising campaigns that reflect customers' real needs and follow if not precede fashion and design trends. Putting his 16+ years of experience at the use of retailers, cosmetic brands and third-party suppliers all over the world, he keeps cooperating with KIKO while working as an independent marketing consultant and brand builder.

Speaker

Vincent Longo

*Celebrity Makeup
Artist & Cosmetics
Entrepreneur*



STAGE 1
h 1.15 pm – 2.00 pm

Talks
Bespoke beauty
is set to be the biggest
beauty trend of 2020

Partner
MINTEL

Vincent Longo was born to Italian parents in Swan Hill, Australia. During his late teens, Vincent's family returned to the Italian Riviera and soon after he enrolled at the prestigious Makeup-Studio of Milan. Immediately recognized for his creativity with editorial and runway makeup, Vincent was lured to New York where he started working with world-renowned photographers. During this period, Vincent created iconic looks for legendary models including Cindy Crawford, Christy Turlington, Linda Evangelista and Naomi Campbell, among others. He landed magazine covers and fashion stories at numerous Vogue titles, Glamour, W, Marie Claire, Elle, Vanity Fair and many others. He was also the Contributing Beauty Editor at Elle Magazine and worked as the spokesperson, master makeup artist and product consultant for, Revlon, Estée Lauder and Elizabeth Arden. Perceptive to the lack of "rich, vibrant color" available on the market, Vincent began mixing and blending his own unique color hues in his kitchen. The Vincent Longo cosmetics line was officially born. Using breakthrough technology, unrivaled to this day, Vincent expanded his initial assortment, developing patented award-winning products, including his last curated collection for Spring/Summer 2014.

Vincent has combined his creative expertise with his entrepreneurial spirit to help shape

the next trend in beauty with the launch of the Vincent Longo Beauty Academy. After curating the Vincent Longo Cosmetics brand for 20 years he is now focusing on education and formulating the next generation of products with his new beauty brand slated for launch in Fall 2019. Vincent continues to work as a freelance makeup artist on photoshoots with beauty icons, royals and celebrities.

Speaker

Flavia Rosignoli
*Product Development
 Manager Skincare,
 Alfaparf Group*



STAGE 1
 h 1.15 pm – 2.00 pm

Talks
 Bespoke beauty
 is set to be the biggest
 beauty trend of 2020

Partner
 MINTEL

Flavia Rosignoli, Product Development Manager Skincare, is responsible for innovation and worldwide product launches for the Professional Skin Business Unit at Alfaparf Group since 2000. With a degree in Business Administration and more than 20 years of experience, Flavia specialized in cosmetic field managing the launch of several face and body lines of DIBI, Becos, Ten Science, Olos and Solarium, beauty brands distributed in the professional aesthetics channel. She has achieved consolidated knowledge moving from strategic marketing to operational one, thanks to a day-to-day coordination activity of the new projects. Dedicated, responsible and loyal in every task, Flavia is passionate about her job, firmly convinced that only working closely with her team and the different company functions you can make a difference in today's competitive job's market. Married and mother of one single "millenials" child, Flavia loves travelling, pilates and theatre.

Speaker

Sarah Parsons
*Features Editor,
 Cosmetics Business
 & Pure Beauty*



STAGE 1
 h 1.15 pm – 2.00 pm

Talks
 Bespoke beauty
 is set to be the biggest
 beauty trend of 2020

Partner
 MINTEL

Award-winning journalist and industry commentator Sarah Parsons is the Features Editor of Cosmetics Business and Pure Beauty, two of the leading B2B resources for the cosmetics and personal care sectors. From marketing to retail to product launches and make-up looks, Sarah is responsible for uncovering and tracking the latest trends in beauty. She regularly profiles the most respected leaders within the industry and curates long-form articles covering the issues of the day. As a broadcast journalist, her investigative work can be seen on major British television platform Channel 4. Her research skills contributed to the Supershoppers series winning two BAFTA's.

Green cosmetics: a focus on distribution channels

STAGE 2

h 1.30 pm – 3.00 pm



Moderated by

Amarjit Sahota

*Founder & President,
Ecovia Intelligence*

Speakers

Luigi Bergamaschi

*Owner,
L'Erbolario*

Anna-Cari Gund

*President,
Cidesco*

Benoit Dothier

*CEO,
Antica Erboristeria*

Green (natural & organic) cosmetics are becoming mainstream with brands making inroads in mass market channels.

Initially introduced in alternative retailers like health & organic food shops, natural & organic cosmetics are making headway in supermarkets, drugstores, department stores, beauty retailers, pharmacies, as well as non-retail channels like hair salons, spas, and beauty centres.

Online retailing is also becoming important, especially for the millennials consumer segment.

The metamorphosis in distribution brings many challenges. This new roundtable brings together leading participants and discusses the marketing & distribution challenges. What is the way forward for the natural & organic cosmetics market?

Moderator

Amarjit Sahota

*Founder & President,
Ecovia Intelligence*



STAGE 2

h 1.30 pm – 3.00 pm

Talks

Green cosmetics:
a focus on distribution
channels

Partner

Ecovia Intelligence

He is the founder and president of Ecovia Intelligence (formerly Organic Monitor), a London-based specialist research, consulting & training firm that specialises on global sustainable product industries. His company organises the Sustainable Summit in Foods, Cosmetics and Cleaning Products in the major geographic regions of the world. Mr. Sahota has been involved in the health, wellness and sustainable industries for over 20 years. He has assisted a wide range of clients in realising their business potential in these industries. His clients range from multinationals, government organizations, to dedicated sustainable product companies. The client list of Ecovia Intelligence includes Aveda, Weleda, Burt's Bees, Royal Wessanen, Organic Valley, and the Food & Agriculture Organization of the United Nations (FAO). He has been quoted extensively in the media, including The Financial Times, The Independent, Forbes, Fortune, BBC World Service, The Economist, Food Chemical News, The Straits Times, South China Morning Post, CNBC News, Nordic Business Report and Asian Business. Mr. Sahota has degrees in Applied Chemistry and Management Science, as well as a Postgraduate Diploma in Marketing. He has co-authored a number of books on sustainability and organic products. His latest publication is called Sustainability: Greening of the Cosmetics Industry (Wiley & Sons).

Speaker**Luigi Bergamaschi***Owner,
L'Erbolario***STAGE 2**
h 1.30 pm – 3.00 pm**Talks**Green cosmetics:
a focus on distribution
channels**Partner**

Ecovia Intelligence

After getting a degree in Communication Sciences, he started his job in L'Erbolario, family business founded by his parents. Here he made a job rotation in different departments of the company: from R & D, quality control, production, packaging and logistics. This journey allowed him to better understand all the steps that are behind the creation of a cosmetic product, and in particular which are the difficulties and challenges in the development of cosmetic derived from vegetables. Now he is more focused on retail, marketing and sales, and following his studies and personal interests he likes to analyze how new technologies can be implemented in his business, in particular he is enthusiastic about the opportunities offered by social media to put in direct contact company and consumers.

Speaker**Anna-Cari Gund***President,
Cidesco***STAGE 2**
h 1.30 pm – 3.00 pm**Talks**Green cosmetics:
a focus on distribution
channels**Partner**

Ecovia Intelligence

Anna-Cari Gund, President Cidesco International and Managing Director of Raison d'Etire, has nearly 30 years of experience in the Spa and Beauty Therapy industry. She has devoted much of her time to lecturing, represented Educational Associations and acting as an International Examiner. Anna-Cari also has extensive business experience as Managing Director of a distribution company, involved in several professional Skincare brands. After eight years as vice president of Cidesco International, Anna-Cari Gund was re-elected for a second term as president in September 2016. Anna-Cari travels the world for continuous professional development and networking, within the Spa & Wellness industry.

Speaker

Benoit Doithier
CEO,
Antica Erboristeria



STAGE 2
h 1.30 pm – 3.00 pm

Talks
Green cosmetics:
a focus on distribution
channels

Partner
Ecovia Intelligence

In 2012 Antica Erboristeria was purchased by the French family group La Financiere Maconnaise, specialist in natural cosmetics, which has been able to enhance its historical heritage and give new and strong impetus to HERBATINT, the company's flagship brand.

In 2017 Antica Erboristeria became a Società Benefit because shares these core beliefs and have decided to integrate them in the company's growth and development process: commitment in a transparent company management and as principal goal, is not only to satisfy shareholders but also to be responsible to the community and the planet.

Gentz: shaping the future of male beauty

STAGE 1
h 2.30 pm – 3.15 pm

BEAUTYSTREAMS

Moderated by
Michael Nolte
Creative Director,
BEAUTYSTREAMS

Speakers
Elisabeth Azoulay
Beauty Historian

Laurie Pressman
Vice-President,
Pantone Color Institute

Stéphane Gérard
Documentary filmmaker

What does it mean to be masculine? The definition is constantly evolving, and today's younger generations are no longer bound by classical attributes. Beyond the feminist movement, the masculist movement allows men to assert their right of self-expression. Styles like Radical Dandyism are emerging to champion flamboyant looks which redefine masculinity. Together with an expert panel, BEAUTYSTREAMS examines this movement and how it will impact tomorrow's male beauty categories such as skin care, hair, fragrance, and even color cosmetics.

Moderator

Michael Nolte
Creative Director,
BEAUTYSTREAMS



STAGE 1
h 12.30 pm - 3.15 pm

Talks
 Gentz:
 shaping the future
 of male beauty

Partner
 BEAUTYSTREAMS

As the Creative Director of Beautystreams Michael Nolte oversees a content team of over 100 collaborators worldwide. His background includes over 15 years experience as a fashion trend forecaster. In his previous positions at companies such as Stylesight, Carlin International, and Nelly Rodi, he predicted trends for clients like L'Oréal, Aston Martin, Target, Reebok, Disney, Converse and Levi Strauss.

Speaker

Elisabeth Azoulay
Beauty Historian



STAGE 1
h 12.30 pm - 3.15 pm

Talks
 Gentz:
 shaping the future
 of male beauty

Partner
 BEAUTYSTREAMS

Elisabeth Azoulay is a renowned anthropologist based in Paris, France. A former student of social sciences at the École Normale Supérieure, she gave lectures at the Fashion Institute of Technology in New York, among others, as well as at Science Po in Paris. Ms. Azoulay also directs Babylone, a consulting practice she created in 1992, which assists companies with international cultural projects. Author of 100,000 Years of Beauty (co-published with Gallimard in 2009), Ms. Azoulay is a globally celebrated expert in the field of human beauty, its anthropological and ethical implications.

Speaker

Laurie Pressman
*Vice-President,
 Pantone Color
 Institute*



STAGE 1
 h 12.30 pm - 3.15 pm

Talks
 Gentz:
 shaping the future
 of male beauty

Partner
 BEAUTYSTREAMS

Laurie Pressman is the Vice-President of the Pantone Color Institute. In addition to managing a global consortium of color and trend experts, Laurie presents on color and trend to design audiences worldwide and works directly with leading brands on their brand and product color selections. Laurie is also involved in the development of Pantone's color research and color trend forecasting products and sits on the Home Products Board at FIT and the Fashion Advisory Board at Savannah College of Art and Design.

Speaker

Stéphane Gérard
*Documentary
 filmmaker*



STAGE 1
 h 12.30 pm - 3.15 pm

Talks
 Gentz:
 shaping the future
 of male beauty

Partner
 BEAUTYSTREAMS

Stéphane Gérard is a documentary filmmaker, his works focuses on the history of gender, sexual orientation and race representations as well as activism. His research upon LGBT activist organizations archives in New York led him to direct the feature History Doesn't Have to Repeat Itself. He also directed Entre Garçons – a series of eleven video-portraits of young Parisian gay men in which each of them presents what matter to them about their present and future. He is involved in the Ballroom Scene, a queer community of color sharing a culture based on fashion and dance (better known as «voguing»). As a member of the Iconic House of Ultra Omni, he investigates the performance of gender through movement experimentation and historical research.

Next x Beauty

STAGE 2

h 3.30 pm – 5.00 pm



Moderated by

Peony Li

*Head of Investments,
FoundersFactory*

Speakers

Lucie Marchelot Shukla

*Co-founder &
Managing Director,
Straight Teeth Direct
Institute*

Venetia Archer

*Founder & CEO,
Ruuby*

Martina Mantoan

*Founder,
Beautic*

The importance of innovation is not lost on most corporates. Much has been written about the drastically shortening lifespan of big companies – the average tenure shrinking from 61 years in 1958 to 18 years. Founders Factory has been the most impactful acceleration programme our company has participated in. The team is well-rounded in experience and has had a major impact on our business. Their Portfolio: 73 startups accelerated 19 startups incubated. But the most forward thinking corporates know that the best ideas don't always come from within their own business. Instead they are setting powerful examples of how working with and investing in startups can help defend and grow market position, with many of these companies - mostly using new technologies - disrupting whole industries from the bottom up. The beauty industry included. Young businesses, all less than 10 years old, have reached billion dollar valuations and are replacing incumbent technologies and existing business models. In this session, Founders Factory will present some of most promising and exciting beauty startups, changing the face of the beauty industry.

Moderator

Peony Li

*Head of Investments,
FoundersFactory*



STAGE 2

h 3.30 pm – 5.00 pm

Talks

Next x Beauty

Partner

FOUNDERS FACTORY

Peony heads up the investment team at Founders Factory, investing and supporting 250 start-ups across 7 sectors with the backing of 7 corporates (L'Oreal, M&S, Easyjet, Aviva, Guardian, Holtzbrinck and CSC). Having observed pain points these corporates are experiencing from a bottom up view, she is passionate in identifying product-market fit and help speeding up sales cycle for start-ups with corporates and facilitating.

Prior to that, she advised start-ups in Africa, London and Hong Kong and assisted early stage start-ups to raise in total £30m and started her own company in the retail space, changing the way millennial parents consume products and knowledge. Prior to that, she worked in M&A financing for a few years, supporting energy corporates like Maersk, Total and Centrica to acquire and spinout their assets. The total portfolio amount she has managed sums up to c.£1bn.

Champion for female founders and a big believer in hardwork, hustle and perseverance.

Speaker

Lucie Marchelot Shukla
*Co-founder
 & Managing Director,
 Straight Teeth
 Direct Institute*



STAGE 2
 h 3.30 pm – 5.00 pm

Talks
 Next x Beauty

Partner
 FOUNDERS FACTORY

After working in the dental industry and seeing the barrier to entry for many people wanting straighter teeth, she co-founded Straight Teeth Direct™ to democratize access to a beautiful smile. Straight Teeth Direct™ is a direct to consumer teledentistry platform that connects users to online dentists enabling at home cosmetic teeth straightening at a cost saving of up to 70%. Forget everything you think you know about teeth straightening! This startup is revolutionising the cosmetic orthodontic market by making invisible aligners available without the need for monthly appointments or the traditional hefty cost attached to it. With users in over 43 countries since the 2017 launch, the brand is truly global and built through the community of genuine users sharing their experience transforming their lives and boosting their confidence from the comfort of their home at a third of the cost. Following a research carry out in the UK, out of the 2,000 participants, one in five adults felt their teeth had more of a negative effect on their confidence than their physique, hair and wrinkles with one in two not liking their smile. With the smile being often ignored in beauty, here's a startup redefining the rules of beauty. The company is now using AI to reach even more people and make orthodontics more affordable and accessible through technology.

Speaker

Venetia Archer
*Founder & CEO,
 Ruuby*



STAGE 2
 h 3.30 pm – 5.00 pm

Talks
 Next x Beauty

Partner
 FOUNDERS FACTORY

One of the Forbes 30 Under 30, Venetia Archer is the CEO of Ruuby. In 2015, she established Ruuby, London's first digital beauty concierge. The company has since been voted best London app by the Evening Standard, BuzzFeed and others, and currently counts over 600 beauty therapists and 50,000+ customers on the platform. She is passionate about disruptive technology in the beauty space, and has spoken on the subject in forums hosted by Estée Lauder, Virgin and others. Ruuby is a favourite of beauty editors, celebrities & influencers, and is an authority in the beauty services space.

Speaker**Martina Mantoan***Founder,
Beautic*

STAGE 2
h 3.30 pm – 5.00 pm

Talks
Next x Beauty

Partner
FOUNDERS FACTORY

Martina Mantoan was born in 1990 in a town close to Venice; after a Master in International Business she left her hometown to explore the tech environment. Before in Paris and then in Milan she had the chance to challenge herself working for innovative startups and developing new businesses for them by strengthen her sales and digital marketing skills. Now it's her turn to promote her own idea, supported by the Aquarium Ventures team. Beautic, the mobile app for the cosmetic industry she have worked on the last year with her team, is the result of few brilliant minds with different backgrounds, sharing their different point of views but following the lean approach. Beautic is her chance to have a positive impact in the beauty world - a field that is strongly related with her family history - both for the professionals, the influencers and the companies.

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Artketing for China: the art infusion effect for beauty brands equities

STAGE 1

h 3.45 pm - 4.30 pm

somexing
China Marketing & Design Intelligence

Moderated by
Isabelle Gavalda
*Founder,
Somexing*

Speakers
Mathieu Chevara
*Art Director
& Co-founder,
NEZ magazine*

Guangyu Zhang
Artist

Lucille Enel
*Art Project
Consultant & Founder,
China Art Management*

Art is an incredible way to reconnect with contemporary emotions, issues, and imagery, and this is why an artist's view can be crucial for brands, and especially for beauty and luxury brands.

Through "Artketing", brands may demonstrate their will to sell more than products, showing that culture and artisanship matter.

After introducing the art infusion effect on brand equity for Chinese middle-class consumers, Isabelle Gavalda will present the different forms of artistic collaborations for Chinese market.

Join and discover a selection of 10 Chinese "Artists to Watch", for beauty brands willing to connect with the contemporary Chinese consumer.

Moderator

Isabelle Gavalda
*Founder,
Somexing*



STAGE 1

h 3.45 pm - 4.30 pm

Talks

Artketing for China:
the art infusion effect
for beauty brands
equities

Partner

Somexing

Isabelle Gavalda is a "China centric" marketing and design expert.

Isabelle arrived in China in 2002, where she will stay for 10 years, attending a decade of social, cultural, and economic shifts impacting the daily lives of Chinese people. Driven by a passion for Asian Art and Design, Isabelle founded Somexing in 2012, a Creative Strategy Agency, bringing together European and Asian experts ready to take up the strategic and creative challenges of Luxury and Beauty brands in China.

Her motto: the relevancy of concepts and design in a constantly evolving society.

Speaker**Mathieu Chevara**

*Art Director
& Co-founder,
NEZ Magazine*



STAGE 1
h 3.45 pm - 4.30 pm

Talks

Artketing for China:
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Partner

Somexing

Mathieu Chevara is an art director and publisher based in Paris.

His company is specialized in cultural projects (theater, music, food, perfumes, etc). He co-founded NEZ, The Olfactory Magazine, with Dominique Brunel and Jeanne Doré in 2016.

Last year, he conceived and produced in collaboration with Symrise « The World Tour Through Scent », a creative odyssey involving 13 perfumers, 11 photographers and 8 journalists in 12 different countries.

Speaker**Guangyu Zhang**

Artist



STAGE 1
h 3.45 pm - 4.30 pm

Talks

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Partner

Somexing

Guangyu Zhang's art celebrates the modern heritage of Chinese art and culture through painting and digital art.

He graduated from Central Saint Martins College in London in 2012 and was selected as one of the world's best emerging artists in 2014 and 2017 by Saatchi Art.

International fashion trend forecasting company WGSN selected Guangyu's works as the 2018 SS fashion brand colour guidance in Greater China region. In 2018, Guangyu was invited by Hennessy (LVMH) for collaboration, he created art for limited edition VSOP bottle, package design, advertisement films direction & creation.

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