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'Born in a pandemic': The how and why behind beauty innovation in the face of a global crisis

By Staff Writer

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Born in a pandemic – How and why some beauty brands are innovating in the face of COVID-19
in collaboration with
CosmeticsDesign-Europe

4 June 2020
h 6.00 p.m. (CEST)

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The ongoing novel coronavirus (COVID-19) pandemic has halted life as we know it, with beauty hit especially hard and forced to reassess how it can remain relevant. But some brands have continued with product development and launches – prepared to be born in a pandemic.

CosmeticsDesign-Europe has joined forces with Cosmoprof Worldwide Bologna to present a live webinar looking at how and why some beauty brands have continued to innovate in the face of COVID-19.

Taking part later today at 18:00 CET, site editor Kacey Culliney will be joined by three panellist guests: Alvaro Torres, CEO and director of Khiron Lifesciences; Carlotta Del Canale, technical marketing manager of Davines Group; and Zaffrin O'Sullivan, founder of Five Dot Botanics.

All three beauty brands – very different in global positioning, size and offering – will discuss why they have continued to invest in product development and launch plans during the ongoing COVID-19 crisis and talk about any challenges they have faced in doing so.

Beauty hit hard by COVID-19 crisis

Beauty has been a consumer goods category hit particularly hard during this crisis, largely due to its association with image and identity not aligning with widespread consumer lockdowns and social contact easing.

Experts in the field agree that the crisis has changed the face of beauty retail as we know it and will continue to impact consumer trends for at least a decade to come. But many also believe beauty will be able to bounce back.

Join us for insight on how some brands are aiming to maintain business and 'bounce back' in an authentic and tactful way.

Register for today's free CosmoTalks webinar to hear more about beauty innovation in the face of a crisis.

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