

The Beauty Trends & Innovation Conference  
27<sup>th</sup> September 2023  
The Royal Horseguards Hotel, Central London



*11<sup>th</sup> Annual*

# BEAUTY TRENDS & Innovations

*Real Insight, Future Inspiration*

27.09.2023 • [www.beautytrendsconference.com](http://www.beautytrendsconference.com)

Welcome To The 11<sup>th</sup> Annual  
Beauty Trends & Innovations  
Conference

## Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

**Organised By:**



The Beauty Trends & Innovation Conference  
27<sup>th</sup> September 2023  
The Royal Horseguards Hotel, Central London

Registration, Informal Networking & GIC Welcome

08.30 - 09.00

Morning Chair's Opening Remarks

09.00 – 09.10



Sebastian Kraft  
Founder  
**Nordic Naval**

**Hot Trends & Innovations - Panel Discussion & Q&A**

09.10 – 09.40

**Capitalise On The Latest Consumer Trends & Insights For Inspiring & Next-Level Product & Marketing Innovations That Drive Brand Engagement & Maximise Conversions**

- Beauty boxes, skiminalism, 3D nail art: discuss, debate and uncover invaluable insights into the hottest global trends for game-changing brand engagement and maximised product success
- With macro trends like personalisation and beauty wellness taking the industry by storm, how can you stay ahead of the curve and plan for trend-setting, insight-led product launches in 2024 and beyond
- *Everyone* is talking TikTok! How are leading beauty brands responding rapidly to the explosion of beauty on TikTok and ensuring they stay relevant during the Gen-Z hype?
- Dominate in the beauty industry globally by exploring invaluable insights into international trends for increased engagement and long-term product success



Emma Lisson  
Beauty Brand Partnerships Manager  
**TikTok**



Jack Griffiths  
Senior Global Brand Lead  
**Avon**



Rose Abbott  
Head of Brand MUA COSMETICS  
**FB Beauty LTD**

## Campfire Case Study

09.40 – 09.55

The session will give clarity on our expertise behind TikTok and offer answers to commonly asked questions around the platform, how to ride trends, some trends that have happened recently, and how you can win as a brand on TikTok.



Alex Brown  
Director, CCO  
**Campfire**

## Social Media Channels & Content Strategies - Panel Discussion & Q&A

09.55 – 10.30

### **The Unstoppable Power Of Social! Secure Maximum Brand Exposure With Authentic, Strategic & Exciting Social Strategies For Unapologetic Brand Engagement & Unquestionable ROI**

- Get the right channel for the right people! With TikTok, Instagram and YouTube shorts dominating the social landscape, determine which platforms are hottest with your audience for a truly engaged consumer base and well-focused investment
- Guarantee elevated brand visibility and product promotion with targeted and attention-grabbing content that cuts through traffic and competition
- Deep-dive into the data and metrics from your social efforts to unlock insights into performance and translate findings to transform clicks and likes into sales and profit
- The ongoing influencer debate! Discover real-world, successful influencer marketing campaigns and collaborations which have proved ROI and increased engagement



Eleanor Middleton  
Senior Digital Content Manager  
**Space NK**



Karishma Rach  
Social Media & Community Manager  
**Cult Beauty**

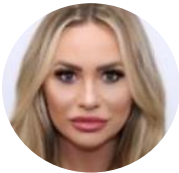
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Karen King  
Managing Director  
**Bondi Sands**



Maria Aldridge  
Digital Marketing Lead  
**Sainsbury's**



Katie Potts  
Brand Partnerships Manager  
**TikTok**



Ricky Malhi  
Senior Digital Manager  
**NIVEA UK**

How To Identify Your Next Big Innovation Idea Using AI-Enabled Trend Prediction

10.30 – 10.45

- Explore the macro growth drivers and emerging need-spaces shaping Beauty & Cosmetics
- Analyse a key growth territory and demonstrate how to create a winning innovation idea in this space
- Learn how leading companies including Coty, Cosnova and J&J are fuelling their innovation programs with AI-driven trend prediction



Gianna Tomassi  
Insights Director  
**Black Swan Data**

## Beauty Spotlight: Uncovering the Path to Attention with AI

10.45 – 11.00

- Enhancing Customer Insights: How AI Can Strengthen Your Understanding
- Empowering Your Brand: Take Control of your Digital and Physical Assets
- Amplifying Sales Potential: Enhancing Product Discoverability for Higher Conversion Rates



Mark Bainbridge  
Co-Founder  
**Dragonfly Technology Solutions**

## Morning Refreshment Break With Informal Networking

11.00 – 11.30

## Sustainable Beauty

11.30 – 11.50

### Revitalise Brand Image, Capture Consumers & Drive Revenue With Pioneering & Eco-Conscious Approaches & Competitive NPD

- Sustainability, part and parcel of all beauty brands today... how are you successfully communicating the merits of your sustainable products to boost brand image and drive sales?
- Accessible, affordable, and already available: consider budget-friendly alternatives within packaging and ingredient sourcing for innovative NPD and increased customer satisfaction
- 45% of UK consumers would be interested in a reward system for returning packaging\* - which innovations can you implement to reduce waste and position your brand as a sustainable pioneer?

*\*UK Sustainability in Beauty & Personal Care Market Report 2022*



Wren Holmes  
Creative Director, NPD Director  
**Urban Veda Natural Skincare**

**Retailer Insights & Expertise - Panel Discussion & Q&A**

11.50 – 12.30

**What Do Retailers Really (Really) Want? Ensure Win-Win, Collaborative Partnerships With Retailers To Secure Stand-Out Beauty Products & Insight-Driven Marketing Strategies**

- Critical questions answered: how are consumers behaving today? How should your NPD and marketing be evolving to excel with the latest and largest retailers?
- Stock up on top tips! Uncover how retailers are responding to shifting macro-trends to really understand what is driving retailers' product decisions
- From bricks and mortar to online, how are online retailers differing from in-store retailer giants in strategy and buying?
- Stand out from the crowd! How can new and up-and-upcoming brands cut through and capture attention?



Elena Lavagni  
Service Provider for Amazon & Owner of Neville  
Hair and Beauty  
**Amazon Salon & Neville Hair and Beauty**



Vanessa Burlingham  
Head of Retail  
**Dermalogica**



Rachel Waller  
Head of Sales Elida Beauty  
**Unilever**



Lorenzo Savini Nicci  
E-Commerce Manager  
**Manetti & Roberts**



Helen Riley  
Senior Business Development Manager  
**eBay**



Jessica Rose Hewitt  
Global Partnerships Lead (Beauty)  
**UNiDAYS**



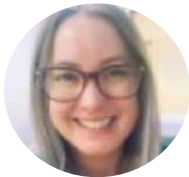
## **Beauty Built Better™ – More Than A Manufacturer.**

12.30– 12.45

This presentation will elucidate the pivotal role of a manufacturer in the evolution and success of beauty brands. Delving into the integration of marketing's 7Ps, we'll explore the value-added services that beauty brands should expect from their suppliers, from keeping pace with market trends to delivering a superior manufacturing experience.

We'll examine how we champion innovative raw materials and eco-friendly packaging solutions, ensuring our brand partners resonate with the conscious consumer. We'll also address our expert navigation of global regulations, facilitating seamless market entry.

We'll discuss how we partner with brands to redefine beauty, creating an indelible impact. Join us as we embark on this innovation and transformation journey in the beauty industry.



**OREAN.**  
BEAUTY BUILT BETTER

Laura Kirkbride  
Technical Director  
**Oreal**

## **Topic Generation & Feedback Form**

12.45 – 12.50

## **Lunch & Informal Networking For Speakers, Delegates & Partners**

12.50 – 14.00

## **New Immersive Activities: Face Mapping By Dermalogica!**

13.20 – 14.00

Face mapping® is a Dermalogica signature service offered to help you realize your skin goals and find products that will truly work for you.



## Afternoon Chair's Opening Remarks

14.00 – 14.10



Namita Mediratta  
Head of CMI, Beauty & Wellness UEAM  
**Unilever**

## Key Considerations in Delivery Format Innovation

14.10 – 14.25

As beauty and personal care brands look to new delivery formats as sources of innovation, a few recent learnings in these emerging spaces highlight key considerations for success. We'll share some thoughts on how to pull apart benefits that overlap consumer segments and how consumer targets prioritize different attributes of the same delivery format, as demonstrated through unit dose delivery formats.



Debbie Hyde  
Director, EMEA  
**Catalent**

**Sustainable Production & Packaging - Panel Discussion & Q&A**

14.25 – 15.00

**The Million Dollar Question: How Do You Create & Showcase Sustainable Product & Packaging Innovations That Are Within Budget & Captivating To Consumers?**

- Top tips and tricks to identify and implement low-carbon strategies that boost your green-initiatives and appeal to ever-increasing climate-conscious consumers
- From reusable packaging to plantable packaging: what innovations are set to disrupt the market next that ensure greener credentials yet maintain premium packaging design?
- Budget-friendly *and* high-impact? Explore cost-effective new initiatives from refills to upcycled products for more energy-efficient processes that appeal to consumer wants and needs today – *authentically*



Flávia Bartholomeu Campos  
Head of Packaging & Sustainability  
**The Body Shop**



Alison Sammons  
Sustainability & Communications Manager  
**Beiersdorf**



Holly Dove  
Head of Global Brand & Marketing  
**TEMPLESPA Ltd**



Dominika Minarovic  
Co-Founder  
**BYBI**

## Must-Have Ingredients

15.00 – 15.20

### **Distinguish Your Brand From The Crowd, Disrupt The Market & Uncover The Hottest, Game-Changing Ingredients Here To Stay To Satisfy Consumer Demands & Skyrocket Sales**

- Retinol? Linoleic Acid? Colostrum? What is the next must-have ingredient set to disrupt the beauty landscape and take off globally?
- Trust and transparency: educate and improve customer confidence with greater comms strategies around ingredients and materials
- With consumers increasingly interested in what's in the bottle, what ingredients in the market are making shoppers pick up, (or put down), products today?
- All things green: satisfy consumer demands and play your role in a more sustainable future by incorporating more environmentally-friendly ingredient selections in your NPD



Charlotte Hatcher  
Head of Commercial  
**No7 Beauty**

## Customer Insights & Shopper Behaviours

15.20 – 15.40

### Guarantee On-Trend Beauty Success In 2024 & Beyond By Unlocking Critical Insights Into Consumer Behaviours To Dominate Sales & Skyrocket Brand Engagement

- Create a seamless customer experience by effectively profiling and segmenting customer data to create targeted and consumer-driven marketing and social content
- How can you create engaging and exciting product launches and campaigns guaranteed to retain customers online and in-store?
- The future is digital! Which immersive AI powered tools will help create the optimal shopper experience, engage customers throughout their journey, incentivise purchase and secure loyalty
- Feedback, feedback, feedback: tap into customer preferences and buying motivators for trend-led, consumer-driven products guaranteed to fly off the shelves
- More for less please! How are ever-changing consumer needs and shopping habits impacting the beauty landscape today?



Grace Vernon  
Head of Global Trends & Cultural Insights  
**Walgreen Boots Alliance**

## The Anti Anti-Ageing Revolution - Case Study

15.40 – 16.00



TRINNY LONDON



Claire Byrne  
CIO  
**Trinny London**

## Topic Generation & Feedback Form

16.00 – 16.05

## Afternoon Refreshment Break With Informal Networking

16.05 – 16.40

## NPD Success

16.40 – 17.00

### Getting NPD Ready For 2024 & Beyond! Create Pioneering & Customer-Inspired Beauty Product Innovations That Satisfy Consumer Needs & Deliver Impressive ROI

- From concept to launch! How are you translating the shifting needs and wants of consumers into inspired, pioneering and profit-boosting products?
- Where is beauty innovation heading next? Examine the latest ingredients, trends and technologies tomorrow's consumers want today to differentiate your NPD and stand out from competition
- Avoid trust-washing! Uncover what socially-conscious consumers really want from beauty brands to make your new products more profitable, scalable and successful



Nicola Truswell  
Head of Trade Marketing  
**WELEDA UK**

## Mastering NPD In Retain

17.00 – 17.20



Vanessa Barretieri  
UK/Europe Director  
**111SKIN**

## Afternoon Chair's Closing Remarks & Close Of Conference

17.20 – 17.30



Namita Mediratta  
Head of CMI, Beauty & Wellness UEAM  
**Unilever**