

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



11th Annual

BEAUTY TRENDS & Innovations

Real Insight, Future Inspiration

27.09.2023 • www.beautytrendsconference.com

Welcome To The 11th 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
27th 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

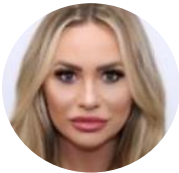
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Karen King
Managing Director
Bondi Sands



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

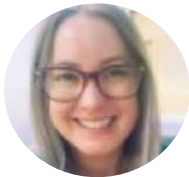
Beauty Built Better™ – More Than A Manufacturer.

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.



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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



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