

The Beauty Trends & Innovations Conference
Tuesday 22nd September 2026 | The Grand Ballroom, Grand Connaught Rooms,
61-65 Great Queen Street, London, WC2B 5DA



Welcome To The 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:



08.15 Registration & Informal Networking

09.00 GIC Welcome & Morning Co-Chairs' Opening Remarks

Faith Hobson, Buying Director, **Cult Beauty**



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**CULT
BEAUTY**

Jessica Clark, Chief Commercial Officer, **Floral Street**



**floral
street**
fragrances powered by flowers

Cutting-Edge AI Innovations

09.10 Leverage The Powerful Potential Of AI Technology To Advise, Educate & Inspire Consumers

Holly Harrison, Head of Beauty, **TikTok**



Menopause Isn't A Trend: Turning An Overlooked Opportunity Into A Forever Market

09.30

- Recognising that menopause is a permanent and commercially significant life stage, rather than a passing trend, and understanding why traditional age-led approaches fail to reflect the real needs of the consumer.
- Exploring the opportunity for product development, innovation, education and communication across all categories: e.g. changing skin, hair, and intimate health for women's confidence and wider wellbeing.
- Discussing how trusted signposting is key to building trust with the menopausal consumer, and how the MTick is swiftly becoming the kite mark of trust within menopausal health and beauty.

Heather Jackson, Co-Founder & CEO, **GenM**



GenM



Home of the MTick

Menopause partner for brands



Menopause Friendly

Helping 1 billion women globally
search, source and shop for
menopause with confidence.



@gen-mofficial



genm_official



hello@gen-m.com

m-tick.com

Effective Skincare & Anti-Aging Techniques

09.45 Revitalise Skincare & Anti-Aging With Clearly Communicated & Data-Lead Scientific Solutions That Keep Consumers Educated & Empowered

- Boost brand loyalty and visible results by educating customers on maintaining a healthy skin microbiome, through packaging, messaging and formulation transparency
- Everybody wants to look younger! Deep-dive into the latest ingredient, formulation and technology advancements in longevity and anti-aging, that still put skin health front and centre
- From gut health to nutrition, what are the critical links between skin health and other wellness factors?

Natalie Enslöw, Founder & CEO, **fjör**



fjör

Hot New Beauty Trends & Innovations – Panel Discussion & Q&A

10.05 Outpace The Competition By Tapping Directly Into The Latest & Hottest Beauty Trends To Boost Revenue, Engagement & High-Impact Brand Recognition

- What are the key macro trends set to impact the beauty sector in 2027 and beyond? Forecast the long-term trends to drive strategic decision-making and avoid over-investing in short-term fads
- How are consumer shopping habits, both online and in-store, affecting purchase decisions? Deep-dive into different shopper missions and tap into how your products can stand out from the crowd
- Anti-aging, healthy living, multi-use and refillable products – with customers better informed than ever, how can you capitalise on the most pressing beauty concerns?
- Unlock the future of beauty with a deeper understanding of Gen Alpha's consumer trends
- During an ongoing cost-of-living crisis, how can you appeal to consumers looking to spend less, and give them more bang for their buck?

Shona Pickersgill, Senior Insight & Research Manager, **Superdrug**



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Tatiana Suvorova, Sr Director Sales & Education, **Wella UK & I**



Angeliki Kazantzidi, Head of Marketing Northern Europe, **Kenvue**



Sophie Howarth, Prestige Merchandising Director, **Coty**



Esther Jansen, Senior Brand Manager Cetaphil, **Galderma**



The Future Looks Good: Reinventing Packaging For Upcoming Legislation

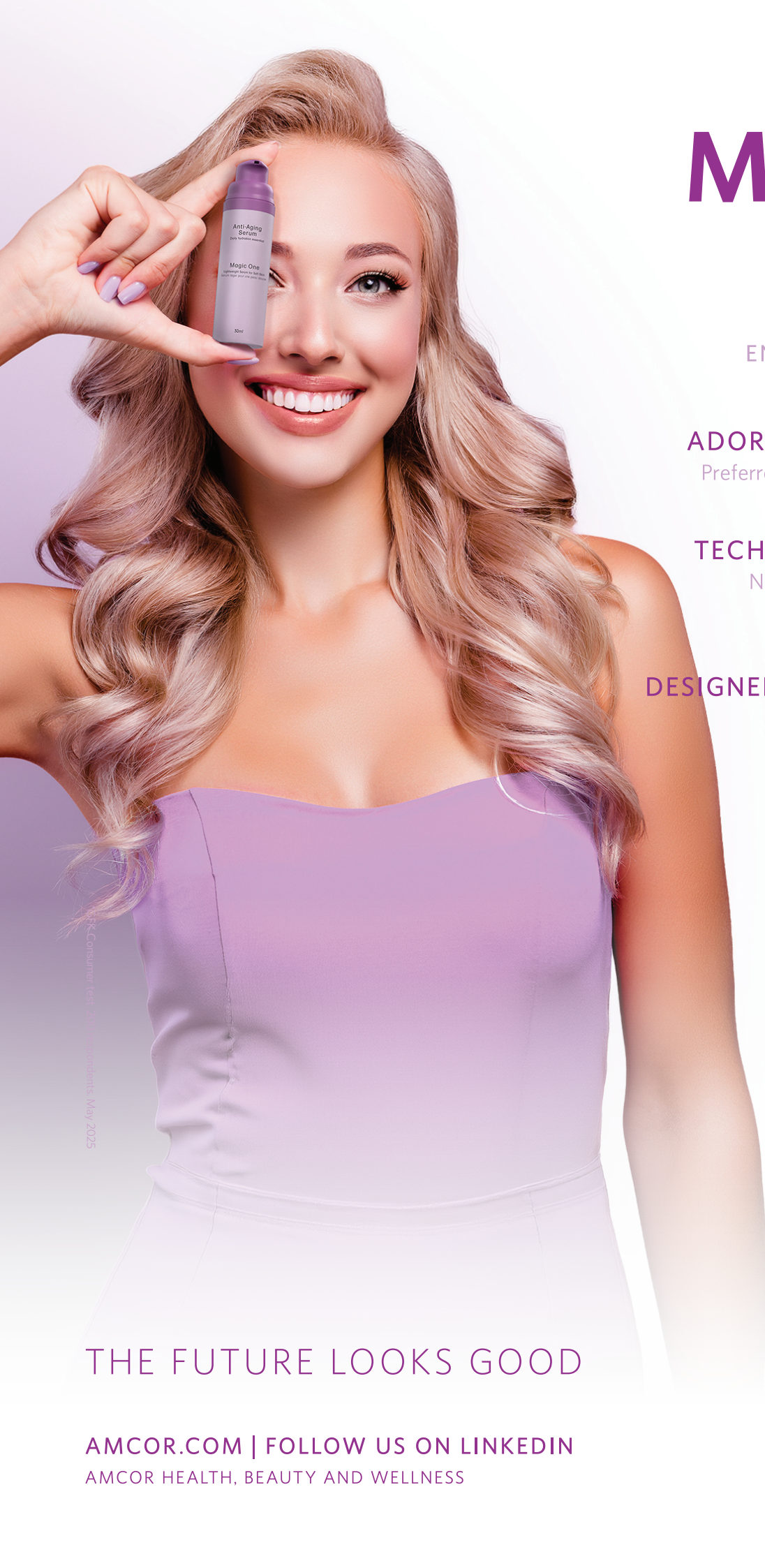
10.35

- Personal care packaging is entering a new era. Learn how future-ready packaging designs can help you stay ahead of legislation fees before they impact your bottom line
- The “what, why, when” of PPWR and EPR and its impact on business cost.
- Compliance can still be beautiful. Discover how recycled material, refill systems and smarter packaging strategies can help meet evolving regulations while creating packaging that stands out on shelf and with consumers.

Leave with practical insights to help you stay ahead of change without compromising on design or innovation.

Arnaud Amouroux, VP Sales Health, Home & Personal Care, **Amcors**





© 2025 Amcor. Consumer Test: 2020 respondents, May 2025

INTRODUCING

MAGIC ONE

ONE CONCEPT
ENDLESS POSSIBILITIES

ADORED BY CONSUMERS

Preferred option in consumer tests*

TECHNICALLY SUPERIOR

New generation dispensing vs
previous systems

DESIGNED FOR TOMORROW

100% polyolefin. Recyclable.
PPWR compliant.

THE FUTURE LOOKS GOOD

AMCOR.COM | FOLLOW US ON LINKEDIN
AMCOR HEALTH, BEAUTY AND WELLNESS



10.50 Morning Refreshment Break & Informal Networking

Hair Care

11.20

- Hair Care as category with enormous growth potential
- Science offers new solutions to fundamental consumer problems
- Market shows vibrant examples of success

Frank Meyer, Corporate Senior Vice President, Henkel Consumer Brands R&D,
Henkel AG & Co. KGaA



LLMs, Creators, Social, Trends: How To Keep Your Head Above Water!

11.40

Keep Zero Distance to where your consumer lives. Understand how consumers drive and respond to trends, how creators add (or diminish) value, and how LLMs are an important (but fickle) frontier.

- How can you think about and understand trends across the world with a click?
- How are creators driving growth and desirability for brands?
- LLMs and chat windows are everywhere – how can you be present meaningfully in these spaces?

Receive your personalized view into what makes a Beauty Brand ICONIC!

Anurag Banerjee, Co-Founder, **Quilt.AI**



ANTHROPOLOGIC BY QUILT.AI

Keep zero distance to where your consumer **actually** lives.

239 markets

Each read in its own cultural context, not translated from one.

50+ languages

Analysed in the language consumers actually post and search in.

9 workflows

Trends, discourse, segmentation, foresight and more in one platform.

WHAT WE'LL COVER ON THE DAY

01

Trends, at a click

How do you understand what's emerging across the world, and tell a real shift from a passing spike?

02

Creators as growth

How are creators driving growth and desirability for beauty brands, and when do they quietly diminish it?

03

The LLM frontier

Chat windows are everywhere and they're fickle. How do you show up meaningfully in the spaces consumers now ask first?

DON'T MISS OUR SESSION

**LLMs, Creators, Social, Trends:
How to keep your head above water!**



Anurag Banerjee
Co-Founder, Quilt.AI

When: 11:40am · 22 September 2026

Ask your own cultural question.



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Coca-Cola

VISA

BOF

Pfizer

Sustainability Breakthroughs: Products & Packaging – Panel Discussion & Q&A

12.05 Satisfy The Expectations Of Eco-Conscious Consumers & Comply With Key Regulations With Ethical, Sustainable & Environmentally-Friendly Products & Packaging

- As environmental concerns continue to grow, help customers to stay green and incorporate sustainability into daily lifestyle through beauty products and packaging
- How can you embed sustainability credentials into the heart of your brand with true authenticity, to promote environmentally friendly practices without crossing the line into greenwashing?
- What are the latest innovations in recyclable and biodegradable packaging? How can you ensure that clean, safe and natural products still stand out on shelves and websites, without breaking the bank?
- Ensure regulatory compliance and secure customer trust by demonstrating the provenance of raw materials and ethical ingredient sourcing

Olivia Peroval, Head of Sustainability – Beauty & Wellbeing, **Unilever**



Abi Fitzjohn, Creative Buyer, **Lush Cosmetics**



Serenella Cascio, Regulatory Leader EMEA, **Kenvue**



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



Amber Bignall, Business Development Manager, **Sampling Innovations**



RICHMOND

Where possibility takes form



Health & Wellness Trends

12.35 Foster A Holistic Link Between Beauty & Health Through Clean Products & Consumer Education, To Embed Wellness At The Heart Of Your Brand

- What are the latest health trends and ingredient choices affecting the beauty market? With customers ever more aware of the intrinsic between link beauty and wellness, deep-dive into how your brand can speak to the health-conscious consumer
- From skincare to gut health and nutrition, reduce the noise and cut through the information overload around wellness to give customers digestible, transparent and fact-based beauty and wellness strategies
- Streamline your messaging to ensure that your products' health benefits and wellness implications are clearly communicated
- Help customers to embed healthy product choices and wellbeing practices into day-to-day lifestyle choices, and draw a key link between feeling better and looking better

Jordan Kavanagh, Senior Consumer Scientist, **Oriflame Cosmetics**



ORIFLAME
— S W E D E N —

Winning NPD Strategies

12.55 The Precision Pivot: Engineering Long-Term Growth Through Scientific NPD & Consumer-Centric Innovation

- Convert research and development innovations into real customer loyalty by taking advantage of the latest critical NPD strategies
- Use consumer data to identify market gaps, then apply Intelligent Formulation Science to “solve” the flaws in current trends
- 2027 and beyond: the next frontier of beauty is not a new molecule
- Integrate biological diversity into the R&D roadmap, ensuring safety and effectiveness for all skin types

Dr. Gabriele DS Musala, Head of Product Development, **Medik8**





**WE DON'T DO
PRETENTIOUS
CLAP-TRAPPY
BLINDING
WITH PSEUDO-SCIENCE
BULLSHIT
WE ARE A REALLY
GOOD AGENCY
AND WE'LL TELL
YOUR STORY
BETTER
THAN IT'S EVER BEEN TOLD**

**ADVERTISING | STRATEGY | CREATIVE | SOCIAL
CONTENT CREATION | DIGITAL | EVENTS | RESEARCH & INSIGHTS**



13.15 Lunch & Informal Networking For Speakers, Delegates & Partners

13.45 Informal Breakout Discussions

A) Designing Inclusive Beauty: Accessibility As Innovation

Paul Gallagher, Director, Global Brand Accessibility, **Procter & Gamble**



B) Skin Microbiome

Geoff Briggs, Technology Scout (Beauty Tech), **No7 Beauty Company**



C) How Can Brands Leverage Retailer Relationships Most Effectively?

Sarah Hawley, Associate Director E-Commerce & Retail – Salon Division, **Kao Corporation**



D) Balancing Brand & Performance Marketing: Building Demand While Driving Sales

Sophie Collins, Global Head of Performance Marketing & Growth, Penhaligon's, **Puig**



E) Diversity & Inclusion In Beauty



"Get it right and mop up"

Packaging that creates a BIG impression has been proven to prompt social action and substantially increase brand recall.

On the subject of sustainability:

"I think the ones that get it right, without inflating costs to the customer in the process, will mop up in a few years time."

IMRG - Andy Mulcahy

Visit us on stand to learn more.

**#customerexperience
#plasticfree #ukmade**



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14.15 Afternoon Co-Chairs' Opening Remarks

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



Gina Morgan, Senior Global Education Manager, **No7 Beauty Company**



How Skin Diagnostics & Intelligent Packaging Are Reshaping Beauty

14.25

What if the skin we think we know is not the skin we actually measure? This presentation explores how skin measurement, intelligent packaging and advanced applicators can reduce guesswork, improve the beauty experience and create new opportunities for brands.

Andrew Leatherbarrow, Director Of Scaling & Strategy, **NUON & AuraLuxe**



Critical Retailer Insights & Expertise

14.55 What Are Retailers Really Looking For? Hear First-Hand About The Priorities Informing Online & In-Store Decision Making In Order To Ensure Your Products Truly Cut Through & Stand Out

- What are retailers looking for in a beauty product, both online and on store shelves? Deep-dive into the biggest retailers' key priorities to inform NPD and marketing strategies, and to foster fruitful and long-lasting relationships
- Analyse first-hand consumer trend data and insights to better understand the marketplace; what are shoppers looking for, and how can you position your products to land with a splash?
- From mass market to high-end luxury, highlight and communicate your brand's USP and target audience in order to focus your efforts on the most effective retail space
- What does the future have in store? Scan the horizon to anticipate and prepare for the biggest retail trends of 2027

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Emi Ohiwerei, Senior Makeup Artist / Beauty Personal Shopper, **Selfridges**



RETAILER



Angharad Jones, NARS Senior Omnichannel Manager, **Shiseido UKI**



SHISEIDO

Gillian Rushbrook, Regional Commercial Manager, **Bath & Body Works**



RETAILER



Julie Donald, Beauty Education Manager, **The Boots Group**



RETAILER

Boots

Chris Grimason, Chief Commercial Officer, **Flixmedia**



>Flixmedia

Bonus Session; Reserved For Perfect Corp.

15.25

Wayne Liu, Chief Growth Officer & President of Perfect America, **Perfect Corp.**



PERFECT

 **nuon** Visit us at Table 4



Vibration



Phototherapy



How to Build a Loyal Customer Community

15.40

Gracie Tullio, Co-Founder & Creative Director, **PURESEOUL**



RETAILER



Felicity Loftus, Marketing Strategy & Communications Manager, **PURESEOUL**



RETAILER



Sybil Wang, CRM & Promotions Coordinator, **PURESEOUL**



RETAILER



16.00 Evaluation Form & Feedback

We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!

16.05 Afternoon Refreshment Break With Informal Networking & Breakout Discussions

Informal Breakout Discussions:

A) How Gen Z Actually Decides What to Buy (& Why Most Brands Get It Wrong)

Molly Mukabi, Affiliate Marketing Executive, LOOKFANTASTIC.COM



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B) The Future of Beauty Advisors

Debbie Palmer, Beauty Experience Manager, **Marks & Spencer**



C) The Regulatory Landscape

High-Impact Social Media Strategies – Panel Discussion & Q&A

16.35 Promote Your Brand & Connect With Your Key Demographics Through Innovative, Attention-Grabbing & Revenue-Generating Social Media Strategies

- Capitalise on the power of social media and speak to even the shortest attention spans with innovative, extraordinary content tailored to the right audience on the right channel
- Establish an authentic brand voice and build an engaged social media community, putting your credentials and USP front and centre to speak to hearts and minds
- How has the impact of influencers changed, and how will it continue to evolve? Foster mutually-beneficial relationships with the key figures who consumers are truly listening to and putting their trust in
- Understand Gen Alpha's beauty priorities and social media habits in order to seamlessly convert views to sales, and cultivate your next generation of loyal customers

Aaron Chatterley, Co-Founder, **Feelunique & indu**



FEELUNIQUE

indu
Skincare that gets you

Amy Hutson, Social Media & Community Manager, **Benefit Cosmetics**



benefit

Gia Mills, Founder, **Skin In Motion**



SKIN IN MOTION

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Blair Sullivan, Owned Media & Content Manager, **Clinique**



CLINIQUE

Jade Adeniyi, Senior Regulatory Affairs Specialist, **Kenvue**



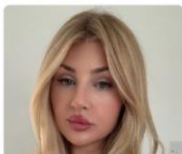
K kenvue

Customer Engagement & Brand Loyalty

17.05 Build Your Community! Harness Powerful Content Strategies, Inspiring In-Store Experiences & Feedback-Driven Messaging To Boost Engagement & Secure Long-Term Loyalty

- A customer for life! From established long-term consumers through to Gen Alpha, how can you maintain high-level engagement to ensure that your people keep returning to your brand every time?
- Get to know your specific customers by gathering feedback and data insights on their key priorities, to inform your USP and truly understand what your brand has to offer
- Make it an event! Craft memorable and impactful in-store experiences that resonate with your consumers, while still driving seamless and high-impact online customer journeys
- From the latest ingredients to sustainability and trust, tap into the latest consumer trends to keep ahead of the curve and to promote your brand's key credentials

Ciara Sheehy, Ecommerce & Marketplace Manager, **Philip Kingsley**



PHILIP
KINGSLEY



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Actera - next-generation cosmetic actives



AI-discovered, nature-identical peptides

Nuritas - peptides for visible skin renewal



Weaving biotech into life

TS-Biotech - biotechnology-driven skin science

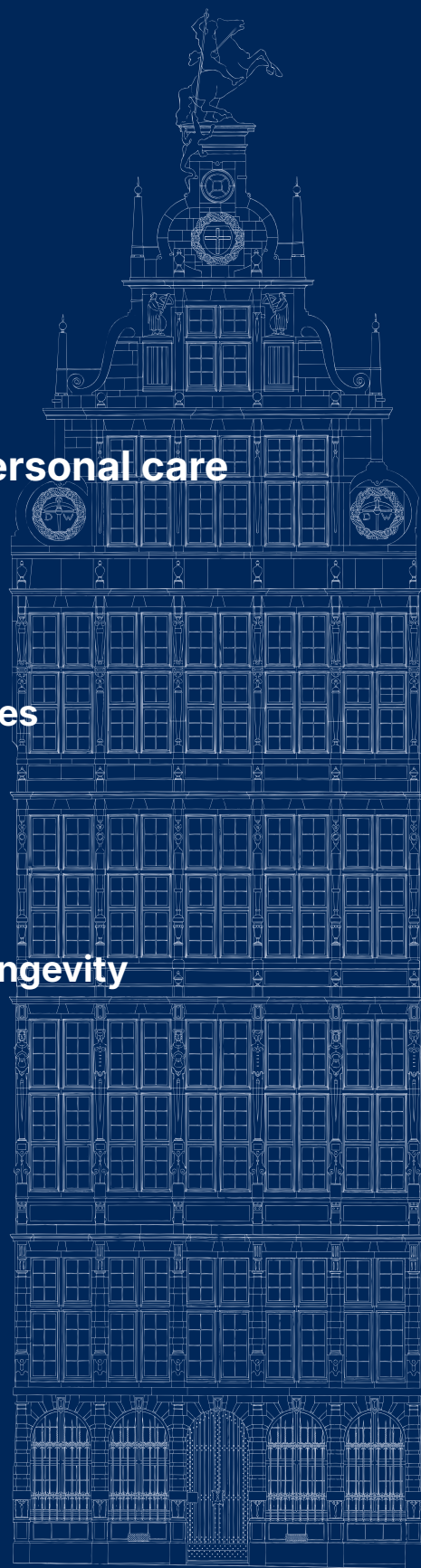


Hairspan - a new framework for hair longevity

Active Concepts - hair longevity science



Scan to discover
our portfolio



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17.25 Afternoon Co-Chairs' Closing Remarks & Close Of Conference

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



Gina Morgan, Senior Global Education Manager, **No7 Beauty Company**



Many Thanks For Joining Us Today!