

P A R I S I A N

BEAUTY

LEADERS SUMMIT

NOVEMBER 20-21, 2024

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June 2025
MOC Munich

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WHERE BEAUTY STARTS.

More information:



WE ARE BEAUTY LEADERS.

Dear Beauty Friends,

Welcome to the heart of Paris at the iconic Marriott Champs Élysées for this year's **Beauty Leaders Summit** where we converge from across the globe—from South Korea to the U.S., across Europe to Singapore—to forge a shared path in the beauty industry. As we gather here today, the excitement is palpable: we're thrilled to bring together over 130 industry leaders and 50+ esteemed speakers who are set to ignite discussions and inspire innovations in skincare and beauty. Use these two days to engage with pioneers and peers alike, fostering a sense of community and shared purpose: let's make this a landmark event and deepen our connections within this vibrant community. Here's to discovering new perspectives and shaping the future of beauty together!



Sandra Nyemecz
Senior Program Director
Beauty Leaders Summit



BOLD, BRAVE, INNOVATIVE

Meet the 2024 Beauty Leaders Summit Speaking Faculty.



LVMH

Diane Lucotte Le Visage

Chair, former International
Sales Director

Ex-LVMH Beauty



Beiersdorf

Dirk Ploss

Senior Early Innovation
Manager

Beiersdorf



KIKO
MILANO

Cecilia Schena

Chief Marketing Officer

KIKO Milano



Tatiana Dupond Feilders

Luxury, Fashion, Beauty, CPG
Director

TikTok



Michal Benmayor

Head of Innovation and
Sustainability

dsm-firmenich



Sébastien Guerra

Co-founder & President

La French Beauty



Camille Brégeaut

Co-founder

Les Petits Prôdiges



Frédéric Herlin

CEO

Blissim



Camille Biette

Director of Beauty, Health &
CPG

Google



Armel Yver

Sustainability Director

LVMH Fragrance Brands



Mirja Ann Rousselle

Vice President Global
Marketing

BABOR BEAUTY GROUP



Constance Stein

Senior GenAI Manager

Cosnova



Frederic Dreux

Global R&D Packaging Director,
B&W Skin care & Prestige

Unilever



Emilie Nguyen

Director, CPG & Luxury

Pinterest



Lotte Tisenkopfa-Iltner

Founder

MADARA Cosmetics



Marie Magnan

Regulatory Affairs Manager

COSMED



Quentin Reygrobellet

CEO

Blissim



Elena Cañadas

Global Marketing Director

Lubrizon Life Science

BOLD, BRAVE, INNOVATIVE

Meet the 2024 Beauty Leaders Summit Speaking Faculty.



GXO

Max Alexander

Senior Vice President, Global Strategic Accounts

GXO Logistics



SANOFLORE

Hanane Chedani

Brand Director

Sanoflore



RITUALS

Niki Schilling

Chief Impact Officer

Rituals



UNILEVER

Alice Jactel

General Manager Personal Care West Europe

Unilever



PIERRE FABRE GROUP

Tom El-Bez

Chief Digital Officer

Pierre Fabre Group



DIPTYQUE PARIS

Pauline de Rodellec

Sustainability Director

diptyque Paris



SEASONLY

Chloé Renard

CEO

Seasonly



LES PETITS PRÔDIGES

Clémentine Granet

Co-founder

Les Petits Prôdiges



EVELAB INSIGHT

Nick Howard

Director of Global Strategy

EveLab Insight



APTAR BEAUTY

Isabelle Maillot

VP Global Solutions & Development

Aptar Beauty

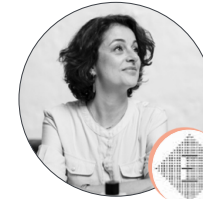


CULTIV

Laure-Anne de Tastes

Co-founder and director

CULTIV



ESSENTIAL PARFUMS

Géraldine Archambault

Founder & CEO

Essential Parfums



SHISEIDO

Mélissa Duhalde

Beauty marketing expert, Senior Operational Product Manager

Shiseido EMEA



MaGéAu Naturel

Géraldine Poukens

Founder

MaGéAu Naturel



CENTRIC SOFTWARE

Elizabeth Shobert

Director of Retail Market Intelligence and Research

CENTRIC SOFTWARE



DOUGLAS

Elsa Prouteau

Head of Retail Media France

Douglas



D-LAB INDUSTRY

Fleur Phelipeau

Founder & CEO

D-LAB INDUSTRY



POMPONNE

Charline Robert

Co-founder

Pomponne

BOLD, BRAVE, INNOVATIVE

Meet the 2024 Beauty Leaders Summit Speaking Faculty.



Grace Vernon

Global Head of Foresight,
Trends and Boots Ignite
**Walgreens, Boots and No7
Beauty Company**



Sandra Gasmi

Founder
DEMAIN BEAUTY



Özlem Çitçi

Chief Marketing Officer
Avon



Caroline Charpentier

Senior Global Manager
Oriflame Cosmetics



Delphine Fraignaud

Chief Executive Officer
SNOW Group



Lilia Rahem

Founder & CEO
Social Beauty Agency



Franck Besnard

General Manager France
**The Estée Lauder
Companies.**



Adam Lower

Sales Director EMEA
Centric Software



Pascale Fontaine

Founder & CEO
AMOI PARFUMS



Christian Herold

Director New Venture Hub &
GenAI
Cosnova



Miriam Squeo

Vice President Global
Marketing
L'Oréal



Bernardin Florence

Owner
Asia Cosme Lab

8:00am **Welcome Coffee and Registration**

8:30am **Welcome Address by the Chair**



Diane Lucotte Le Visage
Chair, former International Sales Director

Ex-LVMH

8:40am **Speednetworking Session**

8:50am **How the expert skincare approach is a key pillar to holistic wellbeing**

Since its inception in 1956, BAVOR has continuously redefined the standards of skincare with sustainable, professional solutions that cater to the needs of every skin type. This session will explore how BAVOR's approach, rooted in over 60 years of German skincare expertise, has become integral to holistic wellbeing. Discover the meticulous journey of a product from conception to production in Aachen, where each item represents the pinnacle of scientific accuracy and efficacy. Delve into how BAVOR's dedication to sustainability shapes every aspect of its operations, from sourcing raw materials to "green production" practices, reinforcing the brand's commitment to environmental stewardship and consumer health.



Mirja Ann Rousselle
Vice President Global Marketing

BABOR BEAUTY GROUP

9:10am **How an International Beauty Group Like Estée Lauder Adapts to New Consumer Trends**

Franck Besnard, as General Manager of Estée Lauder Companies France, leverages his extensive experience in the beauty industry to guide the French affiliate through shifts in consumer preferences. He will share his vision for the Estée Lauder Companies France's commitment to sustainability, highlighting how the company integrates innovative practices into its business model in France. He will discuss the importance of societal commitment in driving positive change, showcasing the company's initiatives aimed at fostering a more sustainable future. This presentation will explore methods for staying relevant in the competitive beauty market by embracing new consumer behaviors and optimizing product offerings to align with current and future demands.



Franck Besnard
General Manager France

The Estée Lauder Companies

9:30am **Is AI the answer to personalization?**

AI is at the forefront of discussion among the industry and brands. However, is it really the answer we've been looking for? This talk will look into the science and technology of personalized beauty and where AI may find its place in the future of skincare.



Nick Howard
Director of Global Strategy

EveLab Insight

9:50am **Decoding Beauty Shoppers and Behaviours**

Leveraging a comprehensive blend of insights from Google and YouTube analytics, along with detailed findings from the Connected Beauty Shopper study conducted in partnership with Kantar, Camille will expertly decode emerging consumer behaviors in the beauty industry. During her presentation, she will look into the most utilized consumer touchpoints and identify the triggers that significantly influence brand preference and purchasing decisions. This session will provide an in-depth analysis of current trends, offering attendees a deep dive into how these platforms shape consumer interactions and drive engagement in the beauty space.



Camille Biette
Director of Beauty, Health & CPG

Google

10:10am **Fast Beauty: Seasonly's 30-Minute Facial Revolution**

Chloé Renard, with her robust background at LVMH and Benefit Cosmetics, now leads Seasonly's charge in refining their offerings and spearheading international growth. Hear from this session Chloé's vision in turning Seasonly into a trendsetter in the beauty service market, likening their fast and efficient skincare solutions to ordering a latte macchiato at Starbucks—simple, quick, and utterly satisfying. This approach has not only enhanced traffic in stores but has also transformed the customer experience, providing quick, accessible beauty treatments that echo the fast-healing centers of America's east and west coasts. With this strategy, Seasonly is carving out a niche in the competitive beauty market, making high-quality skincare as easy and habitual as grabbing a coffee.



Chloé Renard
CEO

Seasonly

10:30am **Campfire Session on Day 1 Morning's Theme**

10:40am **Morning Long Coffee Break & Networking**



11:20am **Pioneering the Spa business : SNOW Group's Strategic Approach for Global Wellbeing**

Delphine Fraignaud, Group CEO of SNOW Group, leads a seamless and unique Spa strategy, from Prestige Spa design and conception into prestigious hôtels and resorts to Spa operations, managing the 360 daily activities of a Spa exploitation. These high-end and tailor-made services are proposed to any luxury brand or hotel who have the desire to renew yet develop their business into Wellness Hospitality. SNOW Group's agile approach also answers to Hospitality needs proposing its own renowned cosmetics brands —CINQ MONDES, DEEP NATURE and ALGOTHERM— This presentation will look into SNOW Group's innovative know-how to merging spa and beauty services, which has redefined the spa business model. Learn how SNOW Group's commitment to master a Wellness and Spa operating model in France drives its global expansion and enhances brand equity across diverse markets.



Delphine Fraignaud
Chief Executive Officer
SNOW Group

11:40am **PANEL DEBATE: Shaping the new era of sustainable Perfumery & Beauty**

Moderated by Michal Benmayor, Head of Perfumery innovation & Sustainability at dsm-firmenich. An enlightening session moderated by DSM-Firmenich, featuring insights from esteemed panelists at Diptyque, LVMH and Rituals. This discussion looks into how the beauty industry is integrating sustainable practices across the entire supply chain, making it a core element of brand development and consumer engagement. With 73% of global consumers increasingly committed to eco-friendly practices, leading brands are strategically incorporating these values to resonate deeply with their audience and enhance their market presence. Join industry leaders for a thought-provoking discussion on how data, innovation, eco-design and transparency are reshaping the beauty landscape, empowering you to make conscious choices for a more sustainable future.



Moderator: Michal Benmayor
Head of Innovation and Sustainability
dsm-firmenich



Armel YVER
Sustainability Director
LVMH



Pauline de Rodellec
Sustainability Director
diptyque Paris



Niki Schilling
Chief Impact Officer
Rituals

12:20pm **How Boots Responds to Trends with Speed and Precision**

Discover how Boots is transforming its approach to trend responsiveness with the establishment of a dedicated internal team aimed at not only forecasting but also swiftly activating trends through rapid brand launches. This session will provide a look into Boots' innovative setup and processes that enables the company to introduce new brands at pace. Learn from their recent success stories, such as the launches of Bubble and Made by Mitchell, which highlight

the effectiveness of their strategy. Gain valuable insights on how to leverage data and trends to capture and capitalize on market shifts efficiently, enhancing your ability to meet consumer demands with agility.



Grace Vernon
Global Head of Foresight, Trends and Boots Ignite
Walgreens, Boots and No7 Beauty Company

12:40pm **Lunch Break & Networking**

13:40pm **How Can We Strategically Combine Digital Innovation and In-Store Experiences for Optimal Results?**

In the midst of an unparalleled online market expansion in the skincare and beauty sector, sellers are finding themselves at the crossroads of digital innovation and in-store customer experiences. This session looks into the strategic necessity for beauty retailers to (1) carefully navigate this paradox while (2) taking into consideration the shop floor's timeless importance and (3) utilizing the clever application of Point of Purchase (POP) displays. How do we maximize customer satisfaction and loyalty with online and in-store experiences in balance?



Hanane Chedani
Brand Director
Sanoflore

14:00pm **The Future of Beauty: Key Consumer Trends Shaping the Industry**

Join us for an in-depth look at GXO's latest consumer research, uncovering the trends driving change in today's beauty industry. Explore valuable insights into shifting consumer preferences and expectations, helping your brand adapt and thrive in a rapidly evolving market.



Max Alexander
Senior Vice President, Global Strategic Accounts
GXO Logistics

14:40pm **Expert Panel: Leveraging TikTok to Drive Business Impact for Beauty Brands**

Join Tatiana Dupond, Director of Beauty, Luxury and Fashion at TikTok and Tom El-Bez, Chief Digital Officer at Pierre Fabre, for a focused panel discussion on using TikTok to drive measurable business outcomes in the beauty sector. With Tom's expertise in digital transformation and Tatiana's insights on TikTok's unique platform, discover how top brands are enhancing audience engagement, building brand loyalty, and translating digital strategies into real growth. This panel is a must for those looking to understand TikTok's role in the future of brand strategy.



Tatiana Dupond Feilders
Director - Luxury, Fashion, Beauty
TikTok



Tom El-Bez
Chief Digital Officer
Pierre Fabre Group

15:00pm **How to build a successful big idea?**

Discover how to connect with consumers on a deeper emotional level and leverage radical creativity to stand out in a crowded market. Miriam will explore case studies and strategies that transcend traditional advertising, embracing AI and digital-first content to engage consumers daily. Learn how brands like Garnier and L’Oreal are setting new standards in consumer interaction and making every second count in their marketing efforts. Don’t miss this opportunity to reshape your brand’s approach to market relevance and consumer impact.



Miriam Squeo
Vice President Global Marketing
L’Oreal

15:20pm **Campfire Session on Day 1 Afternoon’s Theme**

15:30pm **Afternoon Long Coffee Break & Networking**

16:10pm **How to sell beauty when beauty has gone fully virtual**

- Gen-Z - a whole generation who does not differentiate between “real-world” and “online”
- Apple Vision Pro and the push for spatial computing - What happens when digital technologies are set up as a semi-permanent layer between us and the world?
- The power and tragic of filters - how Snapchat, Insta and TikTok have distorted our perception of beauty
- Physical products for a virtual world - why the beauty industry struggles with what the fashion industry achieved easily.



Dirk Ploss
Senior Early innovation Manager
Beiersdorf

16:30pm **Unexplored territory of natural ingredient potency**

Explore the extraordinary potency of natural ingredients once veiled by the harsh Northern climate, now uncovered through modern scientific rigor. This session will journey through tales of deep-rooted plants whose healing powers are encapsulated in MÁDARA’s innovative skincare and makeup, meeting the skin’s most profound needs. Delve into a world where ancient wisdom meets contemporary science—highlighting key ingredients like Northern Birch Water, Chanterelle extracts, and Plant Stem Cells. Discover how MÁDARA harnesses these potent actives to create certified natural and organic beauty solutions, revolutionizing our approach to skincare and foundation essentials with a commitment to purity and performance.



Lotte Tisenkopfa-Iltner
Founder
MÁDARA Cosmetics

16:50pm **FOUNDER’S DEBATE: Navigating Challenges and Opportunities as Founders in the Skincare Industry**

This session will explore the unique obstacles and potential growth avenues that skincare entrepreneurs face. We will examine case studies of successful founders who have navigated the complexities of product development, marketing, and distribution. Additionally, the discussion will highlight the importance of sustainability and ethical practices in today’s skincare market.



Lotte Tisenkopfa-Iltner
Founder
MÁDARA Cosmetics



Sandra (Pitoiset) Gasmí
Founder
DEMAIN BEAUTY



Géraldine Poukens
Owner
MaGéAu Naturel



Pascale Fontaine
Founder & CEO
AMOÍ PARFUMS

17:30pm **Creating Closeness Through AI: Cosnova’s Strategy to Engage Gen Z**

Discover how Cosnova is revolutionizing brand engagement with its innovative GenAI strategy, featuring a plethora of hands-on examples. Dive into the world of “Kenna,” Cosnova’s virtual avatar, and learn how this AI-driven personality is becoming the face of the brand across various digital touchpoints—from chatbots to motion tracking. This session explores how tailored AI solutions can foster a unique connection with Gen Z, enhancing brand loyalty and presence in the competitive beauty space.



Christian Herold
Director New Venture Hub & GenAI
Cosnova



Constance Stein
Senior GenAI Manager
Cosnova

17:50pm **Closing Address by the Chair**

18:00pm **Cocktail chic Soirée**



Speaker | Nick Howard
Director of Global Strategy, EveLab Insight

Is *AI* the answer to personalization?

EVELAB INSIGHT

Beauty Leader Summit | Table 3
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Lubrizon Life Science Beauty partners with customers to develop, manufacture and market a broad range of differentiated ingredients and formulations for skin care, hair care, skin cleansing, sun care and makeup. We bring one of the most substantiated portfolios of active ingredients as well as polymer technologies solutions to enhance functional performance, deliver esthetic benefits and superior sensory experience.



How AI is already evolving Beauty innovations
November 21 at 9.30 a.m.

www.lubrizon.com/beauty

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8:00am **Welcome Coffee**

8:30am **Welcome Address by the Chair.**



Diane Lucotte Le Visage
Chair, former International Sales Director
Ex-LVMH

8:40am **Speednetworking Session**

8:50am **The state of Retail Media : challenges, outlooks, strategies & what's next at Douglas?**

Join us for an insightful session with Elsa Prouteau, in charge of France market at DOUGLAS Marketing Solutions, as she delves into the top five challenges in retail media today and the opportunities each presents. Is retail media currently at the 'plateau of inflated expectations' on the Gartner Hype Cycle? Elsa offers a nuanced perspective. She discusses significant hurdles, such as measuring media efficiency and improper localization within the media mix, among others. Attendees will gain valuable insights into DOUGLAS MARKETING SOLUTIONS' strategies and practical steps for transforming these challenges into opportunities. Retail media continues to experience rapid growth and disruption within the media and advertising sectors. This keynote provides a transparent look at the top five challenges and how DOUGLAS is addressing them through its retail media strategy. Elsa Prouteau will share her views on where retail media stands on the Gartner Hype Cycle and the promising opportunities that lie ahead.



Elsa Prouteau
Head of Retail Media France
Douglas

9:10am **The Real Beauty of Long-Lasting Brands**

The biggest challenge of the decade is not AI, not the metaverse, not the latest cultural or social media trend... but it is fighting the constant dramatic erosion of differentiation of brands. To be successful in an ever changing environment, brands must learn to make themselves consistently unmissable. This is how brands build staying power. There is overwhelming evidence that brands which consumers see as having a positive impact on society or the planet are growing much faster. Discover how Dove's commitment to redefine the rules of Beauty has built its brand power.



Alice Jactel
General Manager Personal Care West Europe
Unilever

9:30am **How AI is already evolving Beauty innovations**

In this presentation, we will explore the vast potential of Artificial Intelligence (AI) in revolutionizing the discovery and development of cosmetic ingredients. Just as AI strategies are being increasingly used in the healthcare industry to facilitate the development of new treatments and techniques, it can also be used in the beauty industry to enable virtual screenings and predictions, allowing researchers to efficiently analyze thousands of chemical compounds, predict properties, and identify ingredients with specific desired characteristics. Join us to learn how AI is reshaping the beauty industry and driving innovation in ingredient development.



Elena Cañadas
Global Marketing Director
Lubrizon Life Science

9:50am **PANEL DISCUSSION: New concept and ecosystem : La French Beauty, how Indie Brands collaborate and change competition rule**

Discover "La French Beauty," a unique concept-store in France that unites over 50 emerging beauty brands to redefine the beauty and perfume landscape. This panel discussion will explore how these independent, clean, and made-in-France brands are collaborating in a shared space to foster innovation and community in the industry. Learn about their commitment to creating a new kind of shopping experience that emphasizes direct interaction between consumers and brands that share a dedication to responsible formulations and environmental respect. This session will delve into the design and business model behind the store, highlighting how each brand is uniquely showcased yet equally celebrated, setting a new standard for beauty retail.



Moderator: Sébastien Guerra
Co-founder and President
La French Beauty



Fleur Phelipeau
Founder & CEO
D-LAB INDUSTRY



Laure-Anne de Tastes
Co-founder and director
CULTIV



Charline Robert
Co-founder
Pomponne



Géraldine Archambault
Founder & CEO
ESSENTIAL PARFUMS

10:30am **Campfire Session on Day 2 Morning's Theme**

10:40am **Morning Long Coffee Break & Networking**



11:20am **The Journey from retailer to Global Beauty Brand**

Since its foundation in 1997, KIKO MILANO has revolutionized how cosmetics are sold globally, supporting self-expression, identifying beauty trends and making them accessible to all. KIKO Milano set foot into the global beauty arena, conquering hearts all over the world by staying true to its Italian DNA, offering inspiring creativity, innovative products and services, with trustworthy quality and overall stunning aesthetics. At KIKO Milano everyone can experiment and chose the look that best represents them throughout every phase of their lives, thanks to a vibrant and extensive variety of products, colors and textures, we are able to satisfy even the most demanding personal needs. KIKO MILANO'S goal is to let customers, with their own unique beauty, be ignited with joy and confidence in their everyday lives. KIKO Milano is now growing into its next phase with the courage to be who we want to be. Explore the strategic measures KIKO Milano employed to ascend to global beauty brand prominence, and how its branding strategy effectively engaged their customer base.



Cecilia Schena
Chief Marketing Officer
KIKO Milano

11:40am **Unlocking new horizons in Beauty & Care**

Experience the future of beauty industry at this presentation and how Centric Software® is reshaping product life cycles, from design through to consumer engagement, by integrating advanced AI technologies. This session promises a thrilling look into how these next-generation solutions enable beauty brands and retailers to enhance operational efficiency, optimize inventory, significantly improve product margins and boost sales. This is an unmissable opportunity for leaders in the beauty sector committed to innovation, efficiency and building better brands.



Elizabeth Schobert
Director of Retail Market
Intelligence and Research
Centric Software



Adam Lower
Sales Director EMEA
Centric Software

12:00pm **Working in the beauty industry at EMEA region: specificities & challenges**

When you work for the EMEA region, you are the voice of your HQ (Headquarter) in front of the markets and the voice of the markets in front of HQ. EMEA is composed of a multitude of markets - from Western countries like France, Germany, Spain, Italy, UK to Easter Middle East or Africa – then dealing with different languages and cultures. We handle a high variety of habits & behaviors that some other regions might not have. So, this is at the same time very interesting and enriching but also challenging. How to adapt a global plan coming from International HQ to EMEA region specificities? How do we make the decision to launch or not a product, and most importantly how do we ensure it is adapted to EMEA strategy and the global plan? How do we assure that all local marketing plans meet the EMEA needs? How to build a consistent brand image and consumer journey within the region, also considering local specificities

and expertises? How do we build a consistent and homogeneous brand image across EMEA responding to local needs?



Mélissa Duhalde
Beauty marketing expert, Senior Operational
Product Manager at Shiseido EMEA
Shiseido EMEA

12:20pm **Explore AVON - The Transformation of a Beauty ICON**

An inspiring journey through Avon's evolution. Driven by innovation and a commitment to support women, Avon sees beauty as a powerful force—one that celebrates feminine strengths, fuels authentic self-expression, and empowers positive change for a better world.



Özlem Çitçi
Chief Marketing Officer
Avon

12:40pm **Lunch Break & Networking**

13:40pm **PANEL DEBATE: Navigating Regulatory and Consumer Demands - How Retailers Shape Innovation in Brand Strategies**

In today's dynamic marketplace, regulatory requirements and consumer preferences relayed through retailers are playing a pivotal role in steering the innovation trajectory of skincare brands. This topic explores how brands not only adapt to these constraints but also leverage them as catalysts for innovative packaging strategies. By examining specific examples, this discussion will delve into how brands navigate complex regulatory landscapes and respond to evolving consumer demands communicated by retailers. Ultimately, this fosters innovation and ensures competitiveness in the ever-evolving skincare market.



Marie Magnan
Regulatory Affairs Manager
COSMED



Isabelle Maillot
VP Global Solutions & Development
Aptar Beauty



Frederic Dreux
Global R&D Packaging Director,
B&W Skin care & Prestige
Unilever



Caroline Charpentier
Senior Global Manager
Oriflame Cosmetics



14:20pm **How to engage with GenZ and Millennials and address their increasing need of hyper personalized online shopping experiences?**

Learn about the tens of millions of young, affluent shoppers who come to search, save and shop their life's dreams on Pinterest. Discover how to engage with a unique audience and address the pressing challenge of improving online shopping experiences for luxury brands.



Emilie Nguyen
Director, CPG & Luxury
Pinterest

14:40pm **Improving the Success of Beauty Products Through the Use of Multiple Channel Marketing Techniques**

If the beauty industry wants to influence customer decisions and foster brand growth, it must adapt to a wide range of platforms, from more conventional forms of advertising to the everexpanding social media market. However, small businesses need to choose the most costeffective and efficient options among all the options. Learn from this session of ground-up beauty businesses that are utilizing strategic frameworks to transcend national boundaries and make an impact leave a lasting impression in the industry.



Frédéric Herlin
CEO
Blissim



Quentin Reygrobellet
Co-Founder / Président
Blissim

15:00pm **Using Social Media and E-Commerce to Their Full Potential for Long-Term Success**

This presentation will cover essential strategies for fully leveraging social media and e-commerce to drive growth in DtoC and BtoC. To make a brand thrive, it is crucial to apply 360-degree approaches, ensuring a cohesive and omnichannel presence. By employing a variety of tools — social media, SEA, affiliation, influencer marketing, TV spot, among others — the company can not only increase online revenue but also maximize in-store sales. Indeed, 360-degree visibility enhances buyers' desire for products, promoting sell-out and, consequently, repeat purchases, which are essential for customer loyalty and the brand's long-term success.



Camille Brégeaut
Co-founder
Les Petits Prôdiges



Clémentine Granet
Co-founder
Les Petits Prôdiges

15:20pm **Social Media as a Beauty Trends Crafter**

- The beauty trends that have emerged on social media and how they have transformed the market.
- Successful content strategies that have driven these trends.
- Case studies of the best strategies used by influencers.
- Concrete examples and best practices.

Lilia will also provide practical advice for leveraging social media to always be aware of the latest beauty trends.



Lilia Rahem
CEO
Social Beauty Agency

15:40pm **Understanding Korean Skincare Concepts**

With its cutting-edge products and multi-step routines, the Korean skincare sector has become a global trendsetter and has captured the attention of beauty enthusiasts. Everyone wants healthy, radiant skin, but Western and Korean skincare routines are significantly different. In 2020, despite global issues at hand, South Korea managed to secure the third place in cosmetics exports, demonstrating its dedication to meeting the global need for beauty products. Explore the fascinating world of South Korea's skincare and cosmetics revolution and learn about the subtle skill of using mild yet powerful beauty techniques.



Bernardin Florence
Owner
Asia Cosme Lab

16:00pm **Closing Remarks by the Chair**



Diane Lucotte Le Visage
Chair, former International Sales Director
Ex-LVMH

16:10pm **Afternoon Full Coffee Break & Farewell Networking**



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The first independent website dedicated to cosmetic products, not affiliated with any brands or lobbies. We aim to be a comprehensive news site, with substantiated, verified information on cosmetics, cosmetic ingredients, and related news. CosmeticOBS was created for people interested in personal care products and beauty products, be they consumers or cosmetics industry insiders.



Personal Care Insights is the go-to hub for beauty, cosmetic and personal care industry news. Our international coverage provides global manufacturers and ingredient suppliers with in-depth market analyses and multi-perspective debates on trending cosmetics topics. From innovative cosmetics to personal care ingredients and packaging, we provide actionable daily insights that help you navigate opportunities and stay at the forefront of this fast-evolving industry.

COSMETICS BUSINESS

Through digital, live and print products, Cosmetics Business informs and inspires business leaders and decision-makers around the world. With a digital-first strategy, the Group's Editors write breaking news, product releases, technical papers, innovation features, trend reports and live content agendas covering the entire industry from ingredients and packaging to regulation, retail and marketing.



Global Cosmetic Industry supports successful brand building, management and marketing by connecting the dots between R&D and marketing. Each business day we deliver key consumer and market trends, review the latest packaging and ingredient technologies on the market, track the latest in retail and technology, and much more.



In each issue of the magazine, find our product & market news, our reports, a plunge into the very heart of innovation, a meeting with a player in the sector, our section dedicated to perfumery and our experts' opinions in cosmetology, technology, strategy and regulations. But Industries Cosmétiques is not just a magazine, also take advantage of our website, our database and our audiovisual know-how.



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- Aptar, Albéa...
- SEPPIC, Codif, Agrimer, Gattefossé...
- FEBEA, Cosmed, Cosmetics Europe...

CEOs of small and medium-sized cosmetic brands & DNVB... Quality managers... Regulatory managers...
R&D & Innovation managers... Packaging managers... Product managers... Consulting company
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ALL REGULATORY & INSTITUTIONAL NEWS
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Ministry of Environment, NMPA China, US
FDA...*

**REPORTS OF CONGRESSES &
PROFESSIONAL EVENTS**
*Cosmetic Valley, Cosmed, CED, FEBEA
Cosmetics Europe, LuxePack, in-cosmetics...*

INDUSTRY TRENDS
*Products, Packaging, Ingredients, Galenics
Scientific studies...*

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Solar
Nanos, Endocrine disruptors, Essential
oils...*

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	<u>First name</u>	<u>Last name</u>	<u>Job Title</u>	<u>Company</u>	<u>Country</u>
1			Founder & CEO	AMOI Parfums	France
2			VP Global Solutions & Development	Aptar Beauty	France
3			Laboratory & QQuality Development Director	Aptar Beauty	France
4			Business Development	Arbelle	Croatia
5			Owner	Asia Cosme Lab	France
6			Chief Marketing Officer	AVON	Türkiye
7			Vice President Global Marketing	BABOR BEAUTY GROUP	Germany
8			Senior Early Innovation Manager	Beiersdorf	Germany
9			CEO	Blissim	France
10			CEO	Blissim	France
11			Sales Manager	Blissim	France
12			Chief Marketing Officer	Blissim	France
13			CEO & Product Developer	Butter Be Kind	United Kingdom
14			Director of Retail Market Intelligence and Research	Centric Software	United States
15			Senior Marketing Manager	Centric Software	France
16			Global Business Unit Director	Centric Software	France
17			Sales director	Centric Software	France
18			Vice President Sales	Colep Consumer Products	France
19			Regulatory Affairs Manager	COSMED	France
20			Project Director	CosmeticBusiness	Germany
21			Project Assistant	CosmeticBusiness	Germany
22			Journalist	CosmeticOBS	France
23			Director Business Development	Cosnova	Germany
24			Senior GenAI Manager	Cosnova	Germany

2024 ATTENDEE LIST

	First name	Last name	Job Title	Company	Country
25			Directrice Générale	Cosnova	France
26			Directrice Commerciale	Cosnova	France
27			General Manager	Coty	France
28			Senior Innovation Portfolio Manager	Coty	France
29			Co-founder and director	CULTIV	France
30			Co-founder	CULTIV	France
31			Founder	Demain Beauty	France
32			Responsable Marketing Digital & Communication	Demain Beauty	France
33			Sustainability Director	diptyque Paris	France
34			CSR Project Manager	diptyque Paris	France
35			Founder & CEO	D-LAB INDUSTRY	France
36			Head of Retail Media France	Douglas	France
37			Marketing & Communication	dsm-firmenich	France
38			Global Digital & Social Media Sr Manager	dsm-firmenich	France
39			Strategy, Marketing & Communication Director - Conscious Perfumery	dsm-firmenich	France
40			Head of Innovation and Sustainability	dsm-firmenich	France
41			Marketing Director	dsm-firmenich	France
42			Strategic Marketing Director	dsm-firmenich	France
43			Managing Director	Duolab International	Switzerland
44			Chief Marketing Officier	Elida Beauty	France
45			Founder - CEO	Essential Parfums	France
46			Président France	The Estée Lauder Companies	France
47			Head of PR, Influence & corporate communication	The Estée Lauder Companies	France

2024 ATTENDEE LIST

	First name	Last name	Job Title	Company	Country
48			Principal	Eurazeo	France
49			Director of Global Strategy	EveLab Insight	Taiwan
50			Business Development Manager, EMEA	EveLab Insight	France
51			Senior Business Development Manager, EMEA	EveLab Insight	United Kingdom
52			Head of Global Business Development	EveLab Insight	Hong King
53			Customer Success Manager Europe	EveLab Insight	France
54			General Manager	Foreo	United Kingdom
55			Director of Beauty, Health & CPG	Google	France
56			Industry Manager - Beauty & Luxury	Google	France
57			International Sales Manager	gpskin	South Korea
58			Content Marketing Manager	Grip	Netherlands
59			Marketing Director	Grip	Netherlands
60			Head of Business Development	Grip	Netherlands
61			Innovation & Cosmetics Marketing Manager	Groupe Rocher	France
62			Natural Ingredients Director, Research, Innovation & Development	Groupe Rocher	France
63			Vice President Europe	GXO Logistics	Belgium
64			Sales Director Europe	GXO Logistics	United Kingdom
65			Vice President, Strategic Account Management	GXO Logistics	France
66			Marketing Director, Continental Europe	GXO Logistics	France
67			Founder	Hanna	United States
68			Co-founder	HUYGENS PARIS	France
69			Director, Personal Care Ingredients	IFF Health & Biosciences	Netherlands
70			Associate Professor	INSEEC Grande Ecole	France
71			Digital Manager	Isispharma	France

2024 ATTENDEE LIST

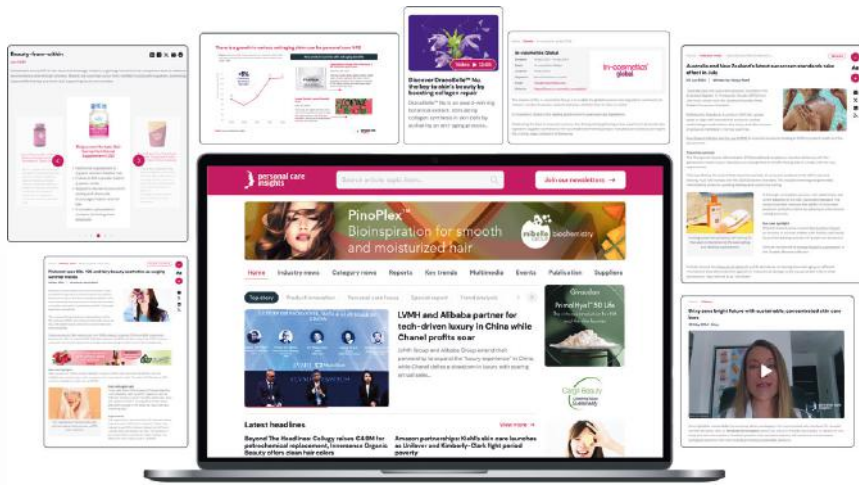
First name	Last name	Job Title	Company	Country
72		International Marketing & Communication Director	Isispharma	France
73		Chief Marketing Officer	KIKO Milano	Italy
74		Marketing and Communication Manager	KIKO Milano	Italy
75		RnD Director	KORRES	Greece
76		Vice President Global Marketing	L'Oréal	France
77		Scientific Director Helena Rubinstein	L'Oréal	France
78		Co-founder & President	La French Beauty	France
79		Co-founder	Les Petits Prédiges	France
80		Co-founder	Les Petits Prédiges	France
81		Co-founder	LIPSTICK LINK	France
82		Global Marketing Director	Lubrizon Life Science	Spain
83		Global Strategic Marketing Manager	Lubrizon Life Science	Spain
84		Business Director Europe/Africa	Lubrizon Life Science	Belgium
85		Sr Director Global Key Accounts	Lubrizon Life Science	United Kingdom
86		International Sales Director	ex-LVMH Beauty	France
87		Sustainability Director	LVMH Fragrance Brands	France
88		Founder	Mádara Cosmetics	Latvia
89		Head of Sales	Mádara Cosmetics	France
90		CEO	Mádara Cosmetics	Latvia
91		Marketing Project Manager	Mádara Cosmetics	Latvia
92		Founder	MaGéAu Naturel	Switzerland
93		Tech Banker	Natixis	France
94		Director of Product Integrity	No7 Beauty Company	United Kingdom

2024 ATTENDEE LIST

First name	Last name	Job Title	Company	Country
95		Global Head of Regulatory Affairs	No7 Beauty Company	United Kingdom
96		CEO	Nordic Formula	Norway
97		Senior Product Development Manager	Oat Cosmetics	United Kingdom
98		Product Manager	Oleon	Belgium
99		Chief Marketing Officer	Oriflame Cosmetics	United Kingdom
100		Global Senior Marketing Manager	Oriflame Cosmetics	Sweden
101		Chief Executive Officer	Pai skincare	United Kingdom
102		Strategy & Portfolio Manager	Pai skincare	United Kingdom
103		Chief Digital Officer	Pierre Fabre Group	France
104		Director, CPG & Luxury	Pinterest	France
105		Communications Lead	Pinterest	France
106		PR Specialist	Pinterest	France
107		Co-founder	Pomponne	France
108		Sustainability Client Success Manager	Positive Luxury	France
109		Senior Director Business Development EMEA	Revieve Oy	Finland
110		Chief Impact Officer	Rituals	Netherlands
111		Category Innovation Manager	Rituals	Netherlands
112		Head of R&D Product Innovation	Rituals	Germany
113		Global Marketing Director	Sanoflore	France
114		CEO	Seasonly	France
115		Sales Director	Seasonly	France
116		Chief Product Marketing Officer	Shiseido	France
117		Travel Retail Director	Sisley	France
118		Founder & CEO	Social Beauty Agency	France
119		Global Communications Director - Cosmetic Ingredients	Symrise	France

2024 ATTENDEE LIST

	<u>First name</u>	<u>Last name</u>	<u>Job Title</u>	<u>Company</u>	<u>Country</u>
120			Global Strategic Marketing Leader	Symrise	France
121			VP Global Marketing & Sustainability Cosmetic Ingredients	Symrise	France
122			Luxury, Fashion, Beauty, CPG Director	TikTok	France
123			Business Development	TOSLA Nutricosmetics	Slovenia
124			Chief Sales & Marketing Officer	TOSLA Nutricosmetics	Italy
125			Director of Marketing	Uncountable Inc	United States
126			Global R&D Packaging Director	Unilever	France
127			General Manager	Unilever	France
128			Head of Marketing Dove, Axe, Rexona	Unilever	France
129			Senior Brand Manager Dove	Unilever	France
130			Global Head of Foresight, Trends & Boots Accelerate	Walgreens Boots Alliance	United Kingdom
131			Founder	ZO Communication	Denmark
132			Market Strategy Consultant	ZO Communication	Denmark



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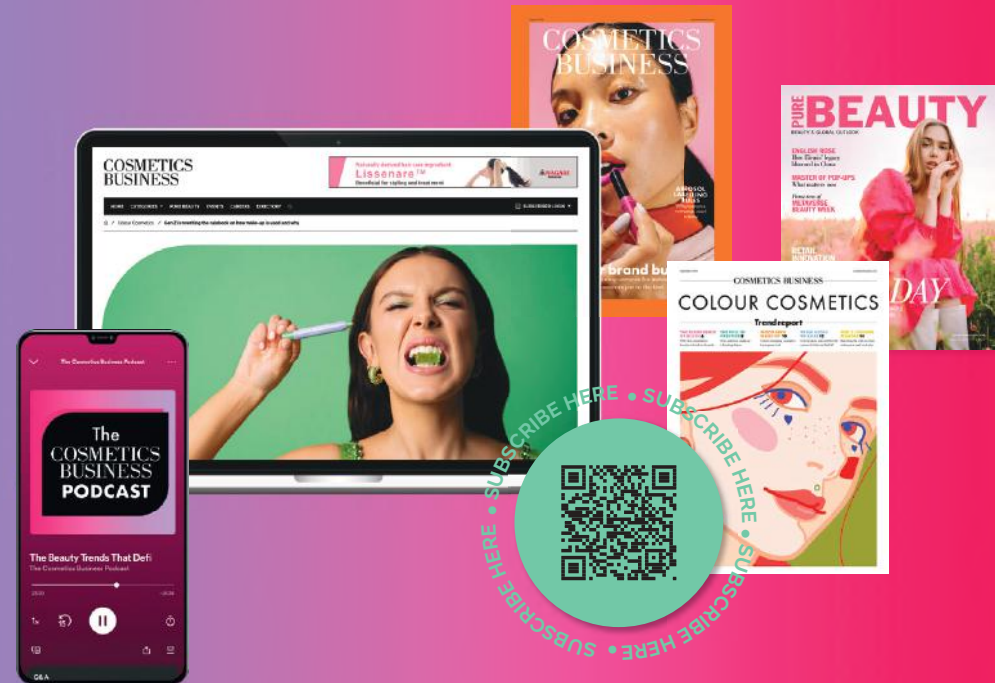
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