



INNOCOS



THE NEW LUXURY in BEAUTY

Agenda timing and details may be subject to change up until the event.

29-30 June 2017

Myriad by SANA, Lisbon

INNOCOS Lisbon, June 29-30, 2017, Myriad by SANA



Helene Parthenay,
Category Leader Beauty,
Amazon (UK)



Fiona McIntosh,
creative director,
Co-founder,
blow LTD (UK)



Amy Wyatt,
VP R&D and Regulatory
Affairs, CHANEL (USA)



Nicolas Lasbistes,
Global Marketing Manager
Personal Care,
Clariant (CH)



Dominika Minarovic,
Co-founder,
Clean Beauty Co (UK)



Cornelia Zicu, COO,
Red Door Spa Holdings,
Elizabeth Arden (USA)



Des Fernandes,
Scientific Advisor,
Environ Skin Care (ZA)



Stephane de La Faverie,
Global Brand President
Estée Lauder



Irina Barbalova,
Global Head of Beauty &
Personal Care Research,
Euromonitor Int-l (UK)



Marie Drago,
Founder,
Gallinée (UK)



Joy Chen,
CEO,
H2O+ Beauty (USA)



Rafael Mantesso,
Visual Artist,
#JimmyTheBull



Dr Daisy Bennett
Chief Medical Advisor,
Post-marketing Safety,
L'Oréal (FR)



Jennifer Tidy,
VP Partnerships,
ModiFace (CA)



Jenny Frankel,
Founder and CEO,
Nudestix (CA)



Dr. Andrea Mitarotonda
Ph.D.FRSC,
Chief R&I Officer,
Neal's Yard Remedies (UK)



Dr Johanna Gillbro,
Senior Manager Scientific
Innovation,
Oriflame



Vania Lacascade, Deputy
General Manager SVP, The
Body Shop International
(UK)



Diana V. Carrico
Founder x CEO,
madeinyouthland.com



Ada Ooi,
Founder and CEO,
001skincare



Grace Fodor,
Founder and CEO,
Studio 10

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Lisbon, June 29-30 2017

Wednesday, June 28

20:00 Arrival and registration. Join us for drinks and network with fellow attendees & speakers.

Thursday, June 29

8:15 Coffee and Registration

8:45 Welcome from the chair

9:00 **The Search for Authenticity and Value in Beauty**

- Holistic beauty forms new mind-set around perceptions and routines
- The broadening meaning of 'green' beauty opens new growth prospects
- Disruptive concepts challenge traditional models with a stronger focus on local heritage and personalisation
- From product to experience: The new perceived value equation
Irina Barbalova, Global Head of Beauty and Personal Care, Euromonitor International (UK)

9:30 **Innovating for the Luxury Market**

- *Communicating authenticity to consumers through brand stories*
- *Case history: creating a luxury product*
Speaker: Amy Wyatt, VP R&D and Regulatory Affairs, CHANEL and President 2016/17 IFSCC

10:00 **The impact of Augmented Reality on the beauty consumer and beauty retailer**

- AR mirrors are transforming in-store shopping
- How brands are using AR outside of apps
- The future of virtual makeover technology
Speaker: Jennifer Tidy VP Partnerships ModiFace (Canada)

10:30 Networking coffee break

11:00 **Meeting consumer needs of millennial women in color cosmetics.**

Nudestix was developed by award winning beauty veteran, Jenny Frankel, and her millennial daughters, Ally and Taylor. Seeking products to meet millennials disruptive beauty behaviours. Nudestix was launched by leading retailers across markets internationally. Millennial beauty preferences driven by lifestyle, social media and digital platforms are common in both East and West. Nudestix will share these beauty preferences.
Speaker: Jenny Frankel, Founder and CEO, Nudestix (Canada)

11:30 **Wellness and its impact on Lifestyle and the Spa Industry**

A case study by Elizabeth Arden on their Red Door spa, which is redefining the spa experience to better meet changing consumer needs and lifestyles by introducing a new treatments menu and new services.

- Impact of beauty products;
- Impact on the spa business;
- Impact on the luxury hospitality industry.

Speaker: Cornelia Zicu, CCO at Red Door Spa Holdings, Elizabeth Arden (USA)

12:00 **blow LTD: redefining beauty services**

Blow LTD is the UK's leading provider of digital-enabled beauty services On Demand, offering a curated marketplace of expert, tested and vetted professionals. Beauty delivered to your door, from 7 am till late, seven days a week.

- Rise of the convenience culture: the first wave of digital innovation was media On Demand, the second was products On Demand and the third is services On Demand.
- Busy women want fast, expert beauty services delivered to their homes, offices or hotels from 7am till late.
- Tech and operations are at the heart of the business -two apps, one for professionals to manage time, bookings and payments; another for customers to make fast, cashless bookings whenever and wherever they need them.
- Forming partnerships with leading beauty brands to work as a new sales and sampling channel.

Speaker: Fiona McIntosh, creative director, Co-founder, blow ltd (UK)

12:30 **Can natural and luxury beauty work together or are they mutually exclusive?**

- Our brand journey
- What is clean beauty?
- Why is using natural ingredients important?
- Do we have to compromise if we still want to buy luxury products?

Speaker: Dominika Minarovic, Co-founder, Clean Beauty Co (UK)

13:00 Networking lunch

14:30 Networking Brainstorming session.

Inspirational Session: Can limitation make you more creative?

We will divide attendees into groups and will give them a product to promote on Instagram with the hashtag. After one hour of brainstorming, each group will post the set of 3 best photos/short videos on Instagram and will present the strategy behind it. On

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the following day at the opening of the event we will announce the winning group, who achieves the most likes and shares.

Facilitated by Rafael Mantesso, Visual Artist, **Jimmy The Bull** (Brazil)

15:30 Networking coffee break & exhibition

16:00 **Re-inventing Beauty: a new value proposition for consumers using nature-derived & sustainable systems.**

- Why "naturalness" and sustainability are no longer an option for brands
- What drives consumers and what do they expect
- Why the current approach is limited,
- A proposal to tackle the issue and engage consumers using nature-derived & sustainable systems

Speaker: Tony Jaillot, Global General Manager Personal Care, **Cargill**.

16.30 **A natural story in a luxury market**

- The Malée story (influences on creating a luxury brand in Africa)
- Authenticity (capturing moments, sharing, transporting and telling stories in formulation, fragrance and packaging)
- How to be different in a competitive market/standing out from the crowd (creative marketing, sales channels and social media)
- Growing without losing brand identity, values and vision (the benefits of standing out and not following trends while staying relevant and evolving)

Speaker: Zeze Oriakhi-Sao, Founder, **Malee**

17:00 **Survival of the Fittest: The H2O+ Transformation**

- Learn from the past: H2O+ legacy's that has made it a successful brand;
- Live in the moment: change the business model to be competitive now, modernize the brand to be relevant to today's consumer and change the marketing to reach the consumer;
- Plan for the future: drive innovation behind beauty and lifestyle trends, create a culture that looks forward, appreciates diversity and is constantly innovative.

Speaker: Joy Chen, CEO, **H2O+ Beauty** (USA)

17:30 Closing

19:00 Registration for the dinner

Friday, June 30, 2017

8:30 Registration

8:00 Opening address from the Chair

9:15 **How technology and innovation are reshaping the customer experience - delighting your customer through luxurious services and the delivery experience**

When thinking about Luxury, customer expectations have significantly increased with the expectation of 24/7 access to every available product on the market catering to customers' specific needs and taste, along with high quality information, personalized advice and speedy delivery. In such a demanding environment, Amazon has the ability to innovate and anticipate these needs by offering brands a platform to communicate with their customers and delight them in every possible way.

- How to engage with customers through product information, personalized advice and innovative features such as sampling to build brand equity and differentiation
- Creating a dialogue through online communication with customers to strengthen brand engagement
- Leveraging a luxurious customer experience through 24/7 availability and speedy delivery everywhere and at any time
Helene Parthenay, Category Leader - Beauty, **Amazon** (UK)

09:45 **'Enrich Not Exploit' (People, Planet, Product)**

- Celebrating the 30 year anniversary of The Body Shop's Community Trade Program
- The 'Forever Against Animal Testing' campaign: offering only 100% vegetarian or vegan products to customers
- The 'Bio-Bridges' program: regenerating forests and connecting wildlife habitats
Speaker: Vania Lacascade, Deputy General Manager - SVP, **The Body Shop International** (UK)

10:15 **How can brands harness the power of consumer communities and micro-influencers to reach out to millennials across multiple digital channels**

- Skin queries: the most common Google searches on skin/top searches
- Meeting consumer needs: satisfying the thirst for beauty and skin knowledge
- Identifying "derm-savvy consumers" -an increasing trend
- Dispelling skin myths
- Creating a responsible "skin hub" to meet consumer needs
Speaker: Dr Daisy Bennett Chief Medical Advisor, Post-marketing Safety, **L'Oréal** (UK & Ireland)

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10:45 Networking coffee break

11:15 **Using a solutions-based innovation approach to develop high performance natural skincare ingredients**

Speaker: Johanna Gilbro, Sr. Manager Scientific Innovation, Oriflame

11:45 **Bacterial Beauty: the story of the Gallinée brand and products.**

- The protective role of bacteria in skincare in fighting against pollution and combatting modern lifestyles.
- Gallinée's journey as one of the first skincare brands to use a patented complex of prebiotics, probiotics and lactic acid in its formulations aimed at bringing the skin to life.
- Using Crowdfunding to launch the brand and why more beauty brands should use it.

Speaker: Marie Drago, Founder, **Gallinée** (UK)

12:15 **Staying one step ahead with BEAUTYFORWARD® - where inspiration leads to innovation.**

Changes within the global beauty market reflect the various economic, social, political and cultural transformations taking place in different regions. Each major trend will be illustrated by a range of products and presented as a creative experience to offer inspiration and confirmation of what people already think and see.

- Translating the trend for social disconnection and the search for more meaningful lives into four beauty trends
- Discover how 15 beauty products were developed from these social and behavioral changes
- An opportunity to touch and feel these unique beauty products during the event.

Speaker: Nicolas Lasbistes, Global Marketing Manager Personal Care, **Clariant** (Switzerland)

12:45 Networking lunch

13:45 **The safety of topical vitamin A in photo-aging**

- Vitamin A deficiency is the dominant cause of photo-aging and higher doses of vitamin A produce greater effects in reversal of photo-ageing.
- Is topically applied vitamin A safe?
- The EU Scientific Committee has raised concerns about topically applied vitamin A being absorbed into the bloodstream.
- Fernandes' personal research of over 1000 people has shown that vitamin A is safe and effective: topical vitamin A is not absorbed into the bloodstream, posing no danger to users.
- Keeping skin safe and healthy: Oral vitamin A at 50,000 i.u.'s per day is recommended.

Speaker: Des Fernandes, Scientific Advisor, **Environ Skin Care** (South Africa)

14:15 **Making Natural & Organic Clinically Proven Health & Beauty Products - Innovative, Sustainable, Aesthetically Appealing and Cross-Functional**

- Use of bespoke, innovative and natural ingredients to deliver efficacy
- How can natural & organic products perform against "conventional" ones?
- Can natural ingredients be sustainable?
- How to develop cross-functional health & beauty products

Speaker: Dr. Andrea Mitarotonda Ph.D.FRSC, Chief R&I Officer, **Neal's Yard Remedies** (UK)

14.45 **The New Luxury in Beauty and what it means for brands in terms of product development, innovation, service, distribution channel and experience.**

Speaker: Stephane de La Faverie, Global President **Estée Lauder** (USA)

15:15 Networking coffee break

15:45 **Panel Discussion: The Face-Off: Indie vs Big Brand**

The purpose of this panel is to reveal some of the secrets of success behind two of the beauty industry's key realms: Indie brands and big brands. By comparing and contracting best practices between these two distinctive segments we will shed some light on how each of these segments can benefit from utilizing behaviors from of the other. Specific topics to be discussed are:

- Customer engagement and communication tools/strategies
- The decision making process
- Launching new and innovative products that meet the consumers needs

Facilitator will be confirmed soon

Panel members: Diana V.Carrico, Founder and CEO,

madeinyouthland.com ; Ada Ooi, Founder and CEO, **001skincare**
Grace Fodor, Founder and CEO, **Studio 10.**

17:45 Conference ends

18:00 Trend Walk Lisbon

Register now

INNOCOS

Lisbon, 29-30 June 2017

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COUNTRY

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Conference Fee

- VIP Ticket (inc. 2 nights hotel, transfer, dinner €2654)
- Regular Two Days Conference Ticket €1995
- Add Conference Dinner €75
- Beauty Startup Demo Table €295

I agree with the Terms & Conditions

Signature

Date

Return this registration form complete with signature to email: registration@innocosevents.com Prices include the conference documentation, lunches, refreshments and service charge but excludes the optional dinner, travel costs and hotel accommodation. Payment is required within 10 days.

Groups of 4 & more - SAVE 40% off the normal rate
Tickets are transferable from Dubai to Lisbon and other way around, with the deadline January 15. 2017.

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