

INNOCOS

Florence



June 14-15, 2018

Grand Hotel Mediterraneo



INNOCOS

Discovering What the Future Folds for
Beauty...

We are excited to announce the program for INNOCOS Summit 2018. This year's program will provide invaluable insights on the beauty industry's hottest emerging trends and how they are reshaping the future of beauty, as we know it. Areas of focus will include marketing and operational best practices, success stories, innovation strategies, and advice on how brands and retailers should respond to the ever-changing modern customer.

Trends are coming and going at a much faster rate than ever before, and INNOCOS' 2018 agenda will take a closer look at these trends to better understand the drivers behind them and anticipate potential future outcomes. We cannot predict the future of the world, but can certainly try to understand the forces that shape it by observing the fast-moving elements fueling it.

INNOCOS' World Beauty Innovation Summit is proud to gather a truly unique and diverse global community like no other in the beauty

industry – comprised of cross-cultural, cross-category and cross-discipline professionals:

- Global representation from Eastern, Western, and emerging markets
- Categories including colour cosmetics, skincare, hair-care, personal-care, fragrances and many more
- Participating disciplines including Marketing, Digital and Social Media Marketing, Consumer Insights, Technical Regulatory,

New Product Development, Research and Development, and Retail and Sales

New in 2018:

- INNOCOS Venture: "Shark-tank" inspired beauty start-ups pitch panel.
- Awards: Celebrating the winners of the #beauty20 Social Media Excellence Awards
- Beauty Discovery: explore and investigate the latest trend-led beauty products with our give-away bags

INNOCOS team

www.innocosevents.com
e: registration@innocosevents.com
t: 786 609 5766

Thank you to our sponsors

Lead Sponsor

MODIFACE

ModiFace is the leading virtual beauty company with unique anti-aging, skincare, cosmetics, and hair simulation technology across all platforms (web, in-store kiosk, Facebook, iPhone, iPad, Android, and in-ad-unit). Based on more than a decade of advanced facial recognition research at Stanford University, ModiFace's patented technology currently powers virtual makeover applications for Sephora, Medicis, L'Oreal, Make Up For Ever, Inglot Cosmetics, Obagi, Jane Iredale, Allergan, Vogue, Seventeen, Marie Claire, and BASF. ModiFace's set of mobile applications on iPhone/iPad/Android devices have been downloaded over 35 million times and have resulted in half a billion virtual product try-ons. For more information, visit www.modiface.com

Gold Sponsors

Cargill Beauty

Re-Inventing Beauty with Sustainable Nature-derived Solutions,
Today, consumers want to shop ethically and know what is in the bottle and where it comes from.
Finding fully sustainable solutions proves to be a challenge for the industry.
Cargill, from its unique strengths and position, is ready to make its move forward and help Beauty Brands to achieve their goals...one plant at a time.



June 13

17:00 INNOCOS VENTURES

Shark-tank inspired beauty start-ups pitch

INNOCOS team is holding open casting calls and will narrow down their list of contestants to at least 6 pitches (or more if time will allow). Each entrepreneur will have 10 min in total to present the brand, with 3 min for set up, 2 min allocated to the pitch, and 5 min answering questions and getting feedback from the judges.

At the end of each pitch, judges will give scores to each participant based on 3 criteria (customer validation, execution and design, business model validation). These scores will be combined into one winning score and the winner of the pitch will be announced at the end of the event.



18:00 OPENING RECEPTION

Welcome drinks and conference registration



June 14

8:15 REGISTRATION

Coffee and Registration and Beauty Discovery Exhibition

Live product demos to explore and investigate the latest trend-led beauty products in this exciting new live format of tabletop exhibits.



9:00 WELCOME FROM THE CHAIR

9:30 SPEAKER

The Future Of Luxury

In the world of luxury, real innovation, memorable experiences and excellence are at the core of what consumers expect. Good is not good enough anymore. Being disrupted by millennials, digital and technology, the beauty industry has to leave their comfort zone.

Daniel André Langer, President and CEO, Équité



ÉQUITÉ

9:50 SPEAKER

The impact of Augmented Reality on beauty consumer and beauty retailers

- AR mirrors are transforming in-store shopping
- How brands are using AR outside of apps
- The future of virtual makeover technology

Jennifer Tidy, VP Partnership, Modiface



MODIFACE

10:10 SPEAKER

Session to be confirmed



10:30 BREAK

Networking coffee break & Beauty Discovery Exhibition



11:00 SPEAKER

From Purpose to Product. The future of beauty is in the "I" of the beholder

Inspiration - The 3 P's: Passion, Purpose, Positive disruption

Inclusion - more people (serving the underserved), more segments, more ways to engage.

Individuality - personalization, customization, breaking down stereotypes, broadening the definition of beautiful and what it means

Sylvie Moreau, President Professional Beauty, COTY



COTY

11:20 SPEAKER

Session to be confirmed

Lana Glazman, VP Corporate Marketing Corporate Innovation, Estee Lauder

Evelyne Redier, Founder, HigherTogether



ESTÉE LAUDER

HigherTogether

11:40 SPEAKER

Accelerating Digital Into a Hundred Year Old Brand

- How digital can be used to transform brands with a long heritage, e.g. Revlon and Elizabeth Arden;
- Creating a global digital platform from the ground up;
- Flipping a traditional hierarchy on its head to accelerate capabilities and deliver consumer-first digital engagement;
- Guidance on how to bring a historical brand identity bang up to date through social media: using company values and influencers in an unexpected way to reach a new generation of consumers;

Swan Sit, VP Global Digital, TBC (company to be confirmed)



12:00 NETWORKING LUNCH



14:00 BRAINSTORMING SESSION

The Future of Beauty



15:30 BREAK

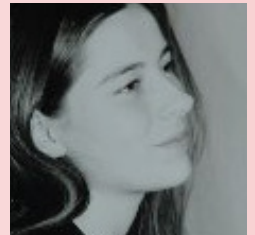
Networking coffee break & Beauty Discovery Exhibition



16:00 SPEAKER

Session to be confirmed

Ann Massal, Anonym Founder, & SVP New Business Global, L'Oreal Paris



L'ORÉAL®

16:20 SPEAKER

Putting Customers at the Heart of Your Brand to Create Passionate Fans

Fatma Shaheen, CEO/Founder, SkinDesignLondon



Skin Design
LONDON

16:40 SPEAKER

Session to be confirmed

Jamie Johns, Director of Merchandising Skincare, Birchbox



BIRCHBOX ♦

17:00 AWARDS

Leader of the Year Awards presentation and end of the day drinks reception



19:00 REGISTRATION FOR THE DINNER



June 15

8:30 REGISTRATION

Networking coffee break & Beauty Discovery Exhibition



9:00 OPENING ADDRESS FROM THE CHAIR

9:30 SPEAKER

Looking through the lens of the consumer – Evolution through the lifecycle and lifestyle priorities across different consumer segments

- Identifying the consumer
 - Identifying their needs and priorities
 - Tailored targeting in terms of products, marketing, retail, digital strategies
 - Using consumer insight and data to evolve strategies for the future
- Irina Barbalova, Global Head of Beauty & Personal Care Research, Euromonitor Int. (UK)*



 EUROMONITOR INTERNATIONAL

9:50 SPEAKER

Sustainability, H&M and Cosmetics

- H&M's sustainability journey and achievements;
 - Sustainability and Cosmetics: the use of sustainably sources materials; post-use effects of formulations; consumer behavior; animal welfare;
 - How innovation can impact on the future of sustainability, with examples from H&M's garment work;
 - Channeling customers' growing demand for transparency and product information;
- Collaboration with external partners, including the Responsible Mica Initiative.

Carina Hemstrand, Expansion Researcher, Cosmetics, H&M





10:10 SPEAKER

The Green & Ethical Future of Beauty

- Find out what will drive the "GreenEthic" consumers and why it matters;
- Learn more on how to drive a new personalized consumer experience when combining Natural & Phygital;
- Explore the different strategies for legacy brands to stay relevant and differentiating.

Tony Jaillot, General Manager, Cargill Beauty – Unleashing Nature Sustainably





10:30 NETWORKING COFFEE BREAK



11:00 SPEAKER

Men -it's all about Preparation

- Discover the latest trends in male grooming
 - Ways to build consumer engagement
 - Understanding male skin biology
 - Interpreting innovation to create relevant products for men
- Anna Grassano, VP Global Business Unit Personal Care Nivea & Shimai Fan, Head of R&D Personal Care, Beiersdorf.*



Beiersdorf

11:20 SPEAKER

Disruptive Innovation Shapes Future Beauty Success

- Learn about Avon's unique perspective on beauty;
- A bold approach to disruptive innovation has led to many industry firsts e.g. from the first product containing AHAs to the first stabilized form of Vitamin C;
- Discover how Avon's unique viewpoint on gathering local insights can create global beauty moments.

Lisa Gallo, Global Vice President Product and Process Development, Avon



AVON

11:40 SPEAKER

The Future of product

Jason Harcup, Global Vice President Personal Care Research and Global Vice President Prestige Division R&D, Unilever



Unilever

12:00 SPEAKER

Building a Purpose-Driven, Scientifically Substantiated Eco Brand

- Why 'organic' is really important?
- Real science is about peer-verified protocols and honesty
- Marketing simplicity with substance for those who want it
- Communications hierarchies
- The way forward

Allard Marx, CEO, Aethic



AETHIC

12:20 NETWORKING LUNCH



14:00 SPEAKER

The Evolution and Future of Beauty

- Learn how beauty is shifting from appearance to health and MoNa (Mother Nature);
 - Discover the newest technology to transform beauty e.g. beauty tech, voice assisted beauty counsellors; online bots;
 - Learn about the ground-breaking IoT ecosystem for Hair
- Pascal Houdayer, Former Executive Vice President, Member of Management Board, The Dial Corporation /Henkel*



14:20 SPEAKER

Changing the Rules of the Game” - Cutting Edge Product Innovation Through Groundbreaking Technology

- Paul will provide an inside perspective into the extraordinary experience of FOREO that went from zero to global category leadership in less than five years, giving insights on how to organize for true disruptive innovation, and present FOREO's newest skincare project.
- Setting the bar in today's dynamic context - innovation discipline
 - What it takes to change the playing field - the learning organization
 - Rethinking a traditional segment - FOREO's brand new project
- Paul Peros, CEO, Foreo.*



FOREO

14:40 PANEL

What does the Future of Influencer Marketing Hold?

This panel will focus on different perspectives on the future of Influencer Marketing: From an Influencer, Startup, Large Brand, and Influencer Manager.

15:00 CONFERENCE ENDS

Registration

INNOCOS

Grand Hotel Mediterraneo, Florence,
June 14-15

NAME 1

POSITION

EMAIL

NAME 2

POSITION

EMAIL

NAME 3

POSITION

EMAIL

ORGANIZATION

VAT NUMBER

ADDRESS

POSTCODE TOWN

COUNTRY

TEL

FAX

Conference Fee 2018

Regular Conference Ticket €1,995.00

Includes conference presentations, networking coffee breaks, lunches

VIP Pass/All included €2,654.00

Includes airport transfer + two days conference ticket + two nights hotel accommodation arr. June 13 + speakers dinner on June 14 + attendee list before the event (no contact details)

Indie Beauty Demo Tables €2,395.00

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.

You are not registered until you have received an e-mail confirmation.

Groups of 3 - SAVE 20% off the normal rate.

Groups of 4 & more - SAVE 40% off the normal rate.

Registration confirmation

Upon receipt of your payment for the conference a confirmation email will be sent containing instructions and updates. Registration confirmation will not be distributed by post.

Hotel Accommodation

Upon receipt of your signed registration form you will receive an email with information on how to secure your accommodation. Delegates are responsible for making accommodation reservations directly with the selected hotel and entering into an agreement with the hotel regarding credit card guarantees, cancellation terms and conditions, and room rates. KGS cannot accept responsibility for hotel accommodation disputes between a delegate and the hotel.

Disabled access

Please notify us if you require special assistance.

Promotional Literature

Please note that no individual or organisation may display or distribute publicity material or other printed matter during the conference, unless agreed upon and arranged with KGS.

Organisations and companies wishing to discuss promotional opportunities should contact: Irina Kremin tel: +31 70 4040170 or email: ikremin@innocosevents.com

Cancellations and Substitutions

KGS will not be able to mitigate its losses for any less than 50% of each individual delegate registration, even if cancelled within 1 day after booking. Cancellations must be received by mail, fax or email three-weeks before the conference. In case of cancellation thereafter the full conference fee is payable. No credit note will be issued if cancellation is received 3 weeks or less prior to an event. Delegate substitutions are welcome at any time prior to the dates of the conference. If for any reason, KGS decides to amend or to cancel the conference, KGS is not responsible for any costs and/or damages, such as covering airfare, hotel and/or other costs incurred by delegates. In the event that KGS cancels the conference, KGS reserves the right to provide a credit of an equivalent amount to another conference within the same sector.

KGS does not bear responsibility for any conference/programme, amendments and/or cancellations, such as speaker cancellation, KGS also reserves the right to change the programme as it sees fit. KGS does not provide refunds due to programme changes and cancellations. KGS reserves the right to refuse at its discretion delegates and companies wishing to attend or resist for any of its events.

Event Organisation

The event is organised, administered and delivered by KGS B.V., Registered offices: KGS B.V., Park Hoornwijck 37,2289CZ, Rijswijk, VAT number: NL822557769B01, Chamber of Commerce of The Hague 50125893.

Privacy Policy

The personal information obtained from this form will only be used for purposes relating to the conference. You may receive additional information regarding future events from KGS. Your name and contact details may be passed on to conference sponsors who may wish to communicate with you. If you do not want to receive information from other companies, please contact us at info@kgsglobal.com or +31 643001954.