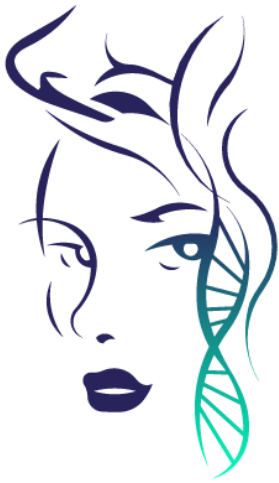


The Beauty Formulation Conference  
9<sup>th</sup> May 2023  
1 America Square, London, EC3N 2LS



# Beauty & Skincare **FORMULATION**

[www.formulationconference.com](http://www.formulationconference.com) • 9th May 2023

## Welcome To The Beauty & Skincare Formulation 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:



## Registration, Informal Networking & GIC Welcome

08.30 - 09.10

## Morning Chair's Opening Remarks

09.10 - 09.20



Lorna Bowes  
Director  
**Aesthetic Source**

## Sustainability

09.20- 09.40

### **From Trend To Reality: Translate Green & Sustainable Goals Into Products, Formulations & Business Strategies**

- Mitigate accusations of greenwashing with transparent, robust and future-proofed sustainability strategies which strengthen your beauty and skincare brand's reputation
- Raw material and production focus: how can we create sustainable improvements to eliminate waste and emissions to increase efficiency through every stage of the manufacturing process?
- Dispelling myths about sustainability and greenwashing: what is the reality of claims of being environmentally friendly? How can businesses establish authenticity around action taken to promote sustainability?
- Secure skyrocketed brand loyalty and customer trust with products and formulations that prioritise sustainable sourcing and ingredients to limit your carbon footprint and environmental impact



Abi Whisken  
Creative Buyer  
**Lush Cosmetics**

## **Active Ingredients & Raw Materials – Delegate Discussion**

09.40-10.10

### **Produce Top-Quality & Innovative Formulations & Products That Incorporate The Latest Ingredients & Materials To Attract Consumers & Drive Sales**

- What ingredients should we keep on our radar? What is next on the horizon for formulations and how can we keep up with the latest ingredient trends in 2023 and beyond?
- Translate emerging ingredients and materials into your portfolio to stand out with trend-driven and lucrative formulations
- Gain insight into the provenance of the latest on-trend ingredients to demonstrate a careful consideration of all impacts of the formulation process, including a commitment to the environment
- Increase customer intrigue and drive market success with ingredient-led skincare and formulations that excite consumer and strengthen your brand's position in the market

## Natural Product Success - Panel Discussion & Q&A

10.10- 10.50

### Create Award-Winning Products Which Leverage Natural Ingredients & Consumer Demands For Clean, Organic Formulations, Comply With Guidelines & Deliver On Sustainability Promises

- Unpack the importance and meaning of “natural” products to combine consumer perception and industry insights and create on-trend and innovative products
- Tap into the latest consumer insights around the rise in demand for natural, organic and clean products to monetise the growing demand for more natural formulations
- What are the hottest natural ingredient alternatives that are looking to solve the dominance of silicon and other synthetic ingredients and change the game for cosmetic formulations?
- Critically weigh up the benefits and disadvantages of natural versus synthetical materials to develop sustainable formulations which deliver results



Victoria Cushing  
Product Director  
**KMI Brands**



Elsie Rutterford  
Co-Founder  
**BYBI Beauty**



Thomas Anderson  
NPD Manager  
**OTO CBD**



Dominika Minarovic  
Co-Founder  
**BYBI Beauty**



Laura Rudoe  
Founder  
**Evolve Organic Beauty & Adaptology**

## **Future Proof Your Brand With Green Chemistry**

10.50-11.05

The market leader is preparing for very ambitious environmental targets only a few years away, ie 2030. This means developing circular formulations and products is not just a trend but a real necessity. Discover how green chemistry can help you stay ahead of the game to future proof your brand.



Dr Barbara Oliosio

Director

**Green Chemist Consultancy**

## **Morning Refreshment Break With Informal Networking**

11.05- 11.35

## **Navigating Costs & Supply Chain - Delegate Discussion**

11.35- 12.05

**Develop Market-Leading Products & Formulations Which Deliver Tangible Results & Boost Sales Even Amongst The Cost-Of-Living Crisis & Supply Chain Complexities**

- How are brands responding to rising inflation against the background of the cost-of-living crisis and how can they produce budget-friendly yet commercially-viable products for consumers?
- Build and develop a robust supply chain that prioritises human rights in all aspects of the manufacturing process to deliver real results with transparency and without compromising ethics
- Spend or splurge: in an increasingly hostile economic climate, how can brands stay relevant and keep attracting consumers and encourage them to continue spending?

## Claims & Regulations - Panel Discussion & Q&A

12.05- 12.35

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Marita Alegre  
R&D Senior Director  
**Church & Dwight Co., Inc.**



Nirmita Sheth  
Head of Regulatory & Technical Development  
**KMI Brands**

## Packaging & Plastics

12.35- 12.55

### **Deliver Cost-Effective & Environmentally-Friendly Packaging Solutions Which Reduce Your Carbon Footprint & Exceed Consumer Expectations**

- Upgrade your packaging and manufacturing processes to incorporate the latest developments in plastic-free alternatives to showcase your commitment to the environment
- Effectively contribute to a sustainable future through active steps to achieve the balance between cost-effective, innovative and environmentally-friendly approaches to packaging
- Respond to the rising consumer interest and demand for sustainable packaging solutions to demonstrate your brand's journey to a greener future



Nasreen Khan  
Senior Packaging Technologist  
**Church & Dwight Co., Inc.**

## Lunch & Informal Networking For Speakers, Delegates & Partners

12.55- 13.55

## Afternoon Chair's Opening Remarks

13.55- 14.05



Victoria Cushing  
Product Director  
**KMI Brands**

## Consumer Trends - Panel Discussion & Q&A

14.05- 14.35

### Showcase Exciting, Innovative & Insight-Led Formulations Which Fly Off The Shelves By Unpacking The Purchasing Decisions & Interests Of Consumers

- Connect with the evermore savvy and knowledgeable customer and discover their preferences to develop products which are inspired and directly respond to customers' needs
- What are the most common consumer perceptions of the future of beauty formulations and ingredients, and how can we translate these successfully into product success and portfolio growth?
- Hybrid products, skin-minimalism, clean beauty... what trend will consumers be excited by next and how can monetise the next trend to disrupt the market for profit-boosting results?



Rachel Parsonage  
Chief Executive Officer & Noughty Haircare Co-  
Founder  
**KMI Brands**



Lorna Bowes  
Director  
**Aesthetic Source**



Andrea Parra Vera  
Product Developer  
**Kimberly-Clark**



Samantha Dover  
Category Director - Beauty and Personal Care  
**Mintel**



Mita Parikh  
NPD Assistant  
**MZ Skin**



## **Beauty Kitchen Case Study**

14.35- 14.55

### **The Art of the Possible**

In this session Jo will discuss championing circular growth in your business, what the future of circularity looks like. Giving examples of measuring the impact of your product formulation through to packaging. As consumers not only look at their efficacy concerns but also their environmental & how beauty can support their unmet needs



Jo Chidley  
Co-Founder  
**Beauty Kitchen**

## **Making Impact. How to create better product experiences**

14.55- 15.10

- We've reached a point where most beauty products perform exceptionally.
- Achieving superior results versus the competition can be difficult to achieve.
- In this presentation, you'll discover *additional* pursuits that could make your next innovation project a more memorable success!



Andrew Wardlaw  
Chief Ideas Officer  
**MMR Research Worldwide**

## **Afternoon Refreshment Break With Informal Networking**

15.10- 15.40

**Lucrative R&D & NPD - Panel Discussion & Q&A**

15.40- 16.10

**As Beauty Formulations & Trends Continue To Evolve, Generate NPD Success By Identifying The Leading Consumer Drivers To Stimulate Innovation, Interest & Market Success**

- Tap into the latest and most lucrative innovations in product development and research to drive purchasing power through novel and exciting formulations
- From concept to launch- follow the NPD journey with beauty brand case studies that explore the development process to achieve sky-high sales Which emerging formulations will create the most hype amongst consumers and boost brand performance?
- Respond to the increasingly dynamic market with unique and cutting-edge products and formulations that harness the latest findings from R&D departments to secure NPD success



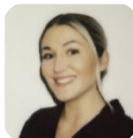
M&S

Lauren Kempen  
Product Technologist (Skincare, Bath & Body)  
**Marks & Spencer**



LAPONIE  
OF SCANDINAVIA

Jaana Ailus  
Head of Research & Development  
**Laponie of Scandinavia**



REFY

Sophia Manley  
Design & Development Manager  
**REFY Beauty**



REN  
CLEAN SKINCARE

Rinki Pramanik  
Senior Technical Manager – Global R&D Team  
**REN Clean Skincare**



KMI BRANDS  
live life beautifully

Nirmita Sheth  
Head of Regulatory & Technical Development  
**KMI Brands**

## Microbiomes

16.10 – 16.30

### Inspire & Educate Consumers On The Importance Of A Healthy Skin Microbiome With Tailored Formulations That Benefit & Work With The Body's Natural Barrier

- Highlight the importance of a healthy skin microbiome to your consumer by educating through clear labelling, communication to break down the formulations
- Prevent damage and create products that work in harmony with the skin's natural barrier to strengthen consumer trust and the longevity of your consumer's skin
- Discover the importance of the personalised aspects of the skin microbiome to develop refined and effective formulations that promote healthy and ingredient-led skincare
- What can formulators do to enhance the natural skin microbiome more effectively and generate products that work cohesively to protect it?



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Fraser Fergie  
Director of Product Development  
**This Works**

## Afternoon Chair's Closing Remarks & Official Close Of Conference

16.30 – 16.40