

Personalisation of Skin & Hair Care Europe

30 September – 1 October, 2020 // London, UK

The Future is Bespoke

KEY TOPICS

Understanding the Value of Personalisation
Regulations & Tests for Personalised Cosmetics
Power of Genetics
The Role of Data in Upgrading Personalisation
Marketing Strategies
Innovations Driving Personalisation Trends
Scaling Business Internationally
Formulations & Ingredients for Personalised
Cosmetics
Manufacturing Processes of Personalised Products
Personalising Customer Experience
Online Approaches for Personalisation
In store Personalisation

For Commercial and Sponsorship Opportunities Contact:
Grzegorz Grabczak +48 (0) 616 46 7024
greg@acieu.net

The concept of personalisation in beauty constantly gains popularity. Customers learn that they have their individual beauty needs and that they are the ones who know their skin, body and hair the best. As they realise that one-size does not all, beauty brands offer them reliable solutions with the help of science and innovative technologies.

ACI's Personalisation of Skin & Hair Care Europe will bring together the key actors of the industry to help the industry learn from one another and work together to further grow and create new business opportunities. During the two-days conference the participants will enjoy various case studies, presentations, panel discussion, Q&A's and networking breaks to get the industry to thrive together

Confirmed Topics for Discussion

- Understanding the Value of Personalisation
- Regulations & Tests for Personalised Skin & Hair Care in Europe
- Power of Genetics
- The Role of Data in Upgrading Personalisation
- Personalised Marketing Solutions
- Innovations Driving Personalisation Trend
- Scaling Business Internationally
- Formulations & Ingredients for Personalised Cosmetics
- Manufacturing Processes for Personalised Products
- Personalising Customer Experience
- Online Approaches for Personalisation
- In Store Personalisation

Speaking Opportunities

If you would like to be considered as a speaker, for a 20-30mins presentation, at the event please submit an abstract for consideration to:

Elena Ivanova

+48 (0) 616 46 7041/ eivanova@acieu.net

Opportunities to Meet Your Target Audience:



Showcase your technologies to the industry, with opportunities to demonstrate the capabilities of your latest products and services. Companies can gain direct access to our senior level audience and have an increased level of visibility and exposure through branding and networking at the conference. This will allow you to attract new business and forge lasting commercial relationships.

For information on available commercial opportunities, please contact:

Grzegorz Grabczak

+48 (0) 616 46 7024 - greg@acieu.net

Who will be attending?

- Senior Representatives of Cosmetic Brands
- Private Labels
- Technology Innovators and Developers
- Software Developers
- Ingredient Manufacturers
- Market Analysts
- Industry Consultants
- Researchers
- Independent Dermatologists
- Regulators

Registration Is Simple

If you would like to register for this event or wish to find out more information, please contact:

Marcin Janecki

+48 (0) 616 46 7047/ mjanecki@acieu.net

DAY 1

Wednesday 30th September

08:00 **REGISTRATION & COFFEE**

09:00 **CHAIRMAN'S OPENING REMARKS**

09:15 **KEYNOTE PRESENTATION**

Personalisation: How it All Started and Where is it Heading?

- Personalisation: from the idea to reality with IOMA
- Challenges and Learnings
- From Personalization Offline to Personalization Online and from beauty to well-being with



Jean Michel Karam
President
IOMA Paris

10:00

PANEL DISCUSSION

Introduction into the Market of Personalised Skin & Hair Care

Understanding the Value of Personalisation

- Defining personalised, bespoke and customised cosmetics
- Giving more opportunities to people with skin problems, allergies and intolerances
- Increasing trend in wellness based & personalised products

Regulations & Tests for Personalised Skin & Hair Care in Europe

- EU legislations for making individual products
- Toxicity tests for personalised formulas

Supply Chain Analysis

- How to keep costs down while creating personalised products?
- Supply chains for made-to-order products

11:30 **MORNING REFRESHMENTS**

12:00 **CONFERENCE PRESENTATION**

Power of Genetics in Personalised Skincare

- How genetics encode the secret to the perfect skin
- The many angles of DNA-based skincare: clinical studies, challenges in business model and customer service



Barbara Geusens
Founder & CEO
Nomige

12:30

CONFERENCE SESSION ONE

Using Data to Upgrade Personalisation

- The age of data - endless opportunities for cosmetics producers
- Databases with questionnaires
- How to use data to inform product development processes?

Using Data to Upgrade Personalisation of Hair Care products

- From systematic hair color data to a color-bot for R&D
- Consumer hair color consultation tool Choicify
- Analytics insights opportunities
- Personalization of hair care
- Salon Lab eco-system



Dr. Thomas Förster
Corporate Vice President R&D
Henkel

13:30

Panel Q&A

13:45

LUNCH

14:45

CONFERENCE SESSION TWO

Innovations driving Personalised Skin & Hair Care

- Finding proper scientific & technology solutions - concepts with scientific proofs
- The role of machine learning, IoT & Artificial Intelligence in personalisation processes
- Investment in technology. Instalment and training of workforce - how to do it properly and at minimal costs?



Meghan Maupin
Co-Founder & CEO
Atolla

16:15

Panel Q&A

16:35

AFTERNOON REFRESHMENTS

17:05

CASE STUDY

How Personalisation Requires more Responsibility

- Taking responsibility for customers & transparency to the next level
- What other companies can learn from cosmetics producer for cancer patients?



Jennifer Young
Founder
Jennifer Young

17:35 CONFERENCE PRESENTATION How Digital Helps to Win Modern Customer with Personalisation at Scale



Sylvia Xie
Director, Global Digital,
Analytics & Insights
Benefit Cosmetics

18:05 CONFERENCE PRESENTATION How to Scale Business Internationally?

- You have established and successfully developed your business in your country - what's next?
- Main frontiers on the way of setting your business globally

18:35 END OF DAY ONE

DAY 2

Thursday 1st October 2020

08:30 REGISTRATION & COFFEE

09:00 CHAIRMAN'S OPENING REMARKS

09:05 CONFERENCE SESSION THREE Formulations & Ingredients for Personalised Cosmetics

- How qualification of mixing for personalised cosmetics goes beyond regular production – the importance of having a blend of knowledge between being a dermatologist and a cosmetic
- Verification of claims about natural ingredients



Dr Natalia
Spierings
Consulting
Dermatologist

10:05 Panel Q&A

10:20 CASE STUDY

Personalised Small Scale Start Up

- Challenges of being a small scale production – manufacturing, marketing and shipping products one by one – how to overcome them?



Dr. Stefania
Baldursdottir
Founder
Lilja Skincare

10:50 CONFERENCE PRESENTATION Bespoke and Organic – a Company that Can Do Both

- Approaching the personalisation online – how to offer it to customers

- Artisanal side of personalisation
- Customer designing own products



Laura Rudoe
Founder & CEO
Evolve Beauty

11:20 MORNING REFRESHMENTS

11:50 CONFERENCE SESSION FOUR Manufacturing Processes for Personalised Products

- Innovations for manufacturing personalised products
- Discrete manufacturing – how to change manufacturing processes in order to bring individual products in opposition to mass production

12:50 Panel Q&A

13:05 CONFERENCE PRESENTATION Personalised Conversation with the Customer

- Truly personalised approach – building relationship with the customer



Alicia Schweiger
Co-founder & CEO
Elixseri

13:35 CONFERENCE PRESENTATION The Perspective of Retailer on Personalised Skin & Hair Care

- In store personalisation of customer experience
- Implementing digital innovations to increase customer's engagement
- Partnering with personalised skin & hair care brands

14:05 LUNCH

15:05 CONFERENCE SESSION FIVE Online Approaches for Personalisation

- The challenge of being dependent on online channels and getting the input from users
- How to manage customer acquisition costs?
- The significance of questionnaires' clarity
- Success of delivering personalisation approach online

16:05 Panel Q&A

16:20 CHAIRMAN'S CLOSING REMARKS

16:25 END OF CONFERENCE & AFTERNOON REFRESHMENTS

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London, UK

30th Sept—1st
October
2020

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If you would like to register for this event or wish to find out more information, you can contact **Marcin Janecki** using any of the following methods:



+48 (0) 616 46 7047



mjanecki@acieu.net



www.wplgroup.com/aci



Postal Address:

ACI Europe, 10 Gough Square, London, EC4A 3DE

Registration Is Simple

Conference (Includes Documentation Packet)
3rd & 4th June 2020

£1,795
(Excl. VAT)

Documentation Packet Only

£470.00

Please Note.

Members and customers of all supporting organisations are entitled to a discount off their conference package.

For more information please call +48 (0) 616 7047

Documentation Packet Available

We are selling Personalisation of Skin & Hair Care Europe 2020 papers at just £440 (+£30 P&P). Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting. This important manual will be a source of invaluable reference for the future.

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