The POWER of BEAUTY

2018 ANNUAL MEETING PROGRAM

SUNDAY, FEBRUARY 25 — WEDNESDAY, FEBRUARY 28
THE BREAKERS, PALM BEACH, FLORIDA
Welcome!

TO THE PERSONAL CARE PRODUCTS COUNCIL
2018 ANNUAL MEETING!

We are pleased to be back at the historic Breakers Hotel in Palm Beach for the 2018 Annual Meeting. With a top-notch line up of speakers and sessions, the educational and informational value of this meeting is sure to impress. We are thrilled that you and your industry colleagues are here for this important event.

This year’s meeting will feature a keynote address by world-class strategy-consultant and new markets specialist Stephen Wunker on driving customer-centered innovation. This will be followed by a session on cybersecurity: what you can and can’t do to protect yourself and your business. The Tuesday morning general session will feature the Council’s lobbying consultants. These experts will discuss the Trump administration’s impact on the Council’s legislative and regulatory goals at the federal, state, and local level, and the opportunities and challenges presented. Another session will explore how personal care companies can use data to understand their customers and change their business models. The world of personal care products is an exciting and vibrant industry. By bringing inspired people together at meetings like this, we can ensure that the Council and our members remain at the cutting edge.

Thank you again for bringing your expertise to the 2018 Annual Meeting. You, as organization leaders, have the vision, knowledge and experience to help us pave our way into the future. We could not accomplish what we do without your support and leadership. Throughout the meeting, we ask that you stay engaged, keep us proactive and help us shape the future of our industry. A special thanks to our members for sponsoring some of this year’s special events.

Once again, thank you for supporting the Personal Care Products Council and joining us here in Palm Beach.
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SCHEDULE OF EVENTS

SUNDAY, FEBRUARY 25

2:00 PM – 7:00 PM  Registration/Information Desk Open  
West Ballroom Foyer

12:30 PM – 3:00 PM  Science & Regulatory Steering Committee Meeting  
South Mezzanine 14 & 15

3:00 PM – 5:00 PM  Policy & Advocacy Steering Committee Meeting  
Committee members only  
South Mezzanine 9 & 10

6:00 PM – 7:00 PM  First Timers Reception  
Gold Room

7:00 PM – 8:30 PM  All Attendee Welcome Reception  
Ocean Lawn (In case of inclement weather-Venetian Ballroom)  
beautykind, sponsor of the Opening Reception and Power of Beauty, Power of Kind Initiative

MONDAY, FEBRUARY 26

8:00 AM – 3:30 PM  Registration/Information Desk Open  
West Ballroom Foyer

8:30 AM – 9:00 AM  Networking Breakfast  
Ponce de Leon Ballrooms 1-4

9:00 AM – 11:30 AM  Plenary Session  
Ponce de Leon Ballrooms 1-4  
Welcoming Remarks

WELCOMING REMARKS
Lezlee Westine  
Council President & CEO
OUTGOING CHAIR’S SPEECH
Thia Breen
The Estée Lauder Companies Inc.

WASHINGTON REPORT
Hear from Council senior staff on the continuing and emerging issues affecting the cosmetic and personal care products industry. This panel discussion, moderated by Council President & CEO Lezlee Westine, will update you on what’s happening in the Legislative, Regulatory, Legal, Public Affairs and Global areas of our industry. Panelists include Mark Pollak, Senior EVP/Chief Operating Officer; Tom Myers, EVP, Legal & General Counsel; Alexandra Kowcz, EVP, Science; John Hurson, EVP, Government Affairs; Francine Lamoriello, EVP, Global Strategies; and Lisa Powers, EVP, Public Affairs & Communications.
KEYNOTE SPEAKER

Stephen Wunker
Managing Director, New Market Advisors

Driving Customer-Centered Innovation

Stephen Wunker is the managing director of New Markets Advisors. As a specialist in new markets, he combines world-class strategy-consulting and entrepreneurial skills. He is the author of Capturing New Markets: How Smart Companies Create Opportunities Others Don’t, named one of the five Best Business Books of 2011, as well as co-author of Jobs to be Done: A Roadmap for Customer-Centered Innovation. As an entrepreneur and corporate venturer, Wunker led the team that created one of the world’s first smartphones, and he subsequently built several companies in mobile marketing, commerce, and social networking. In this session, he will share on driving customer-centered innovation.

Intersectionality of Identity: Knowing it isn’t enough

The concept of intersectionality has sparked a new way of thinking. In order to future proof your brand, your company needs to understand this identity piece. Refinery 29 Intelligence conducted a global study of 4750 women to delve into the concept of intersectionality and determine what impacts the way women view themselves and interact with their world. Brooke Hinton, Research Manager at Refinery 29, and Cat Quinn, Beauty Director, Refinery 29, will discuss the research findings and what it means to beauty marketers.
KEYNOTE SPEAKER

R. David Edelman
Former White House Special Assistant to the President for Technology & Economic Policy during the Obama Administration

Cybersecurity: What You Can (and Can’t) Do to Protect Yourself & Your Business

R. David Edelman has spent a decade as one of the government’s leading voices on how technology is changing the economy, national security, and our daily lives. An expert on some of the most pressing challenges facing the world today—from cybersecurity and privacy threats to artificial intelligence (A.I.) and automation—his insights have helped shape national and international policy at the highest levels.

In 2017, he joined MIT’s Internet Policy Research Initiative to direct the Project on Technology, the Economy, and National Security.

12:00 PM – 2:00 PM
Communications Executive Committee Meeting
Committee members only
South Mezzanine 9 & 10

12:00 PM – 2:00 PM
Legal Executive Committee Meeting & Luncheon
Committee members only
South Mezzanine 8

3:00 PM – 5:00 PM
Board of Directors Meeting
Board members only
Ponce de Leon Ballroom 6

7:00 PM – 9:30 PM
Board of Directors Dinner
By invitation
Mediterranean Ballroom
Sponsored by Condé Nast

TUESDAY, FEBRUARY 27

8:00 AM – 1:00 PM
Registration/Information Desk Open
West Ballroom Foyer

8:30 AM – 9:00 AM
Networking Breakfast
Ponce de Leon Ballrooms 1-4
Plenary Session
Ponce de Leon Ballrooms 1-4

What Does the Trump Administration Mean For the Personal Care Industry?
Join the Council’s lobbying consultants for a discussion on the Trump administration’s impact on the Council’s legislative and regulatory goals at the federal, state, and local level, and what it means for this industry in the coming year. Speakers include Bruce Mehlman, founding partner of the bipartisan lobbying firm Mehlman Castagnetti Rosen & Thomas; Darius Anderson, founder and CEO of Platinum Advisors, LLC, a California government relations and public affairs firm; and Emily Giske, a partner with Bolton-St. Johns, a New York government relations and public affairs firm.

Driving the Beauty Industry Forward with Data
As technology continues to disrupt existing business models, this panel will explore how personal care companies can use data to understand their markets, competitors, and customers to change their business models. Participants include: Susan Babinsky, SVP of Kline & Company, a leading market intelligence and consulting firm; Conor Begley, co-founder of Tribe Dynamics, which offers advanced marketing technology for lifestyle brands; Moiz Ali, founder of Native, the indie deodorant brand recently acquired by P & G; Larry Levin, EVP of Consumer and Shopping Marketing, IRI; and Allison Marino-Cowlishaw, Head of Industry - CPG, Google.
The Future of Beauty: Influencing Next Gen Consumer Preferences

Millennial and Gen Z consumers are changing the face of beauty, inspired by a new generation of influencers—from editorial voices to beauty personalities—that reflect a new way of thinking about how consumers interact with brands.

Alison Moore, CBO Condé Nast Beauty Collection, will present the results of two new research studies that explore the influence of editorial voices and beauty personalities on purchase decisions, and uncover beauty brand preferences of Millennials and Gen Z consumers. A panel discussion including Michelle Lee, Editor in Chief Allure; the social media beauty influencer Ellarie; and Shannon Curtin, Senior Vice President, Beauty, NA, Coty Inc., will provide color and context to engagement, preferences, and purchase behavior by the ever evolving beauty consumer.

11:30 AM – 1:30 PM
State Government Affairs Committee Meeting
Committee members only
South Mezzanine 9 & 10

12:00 PM – 2:45 PM
Manufacturer and Supplier Partnership Luncheon
RSVP required
Gold Room
Sponsored by Lubrizol
Assessing the Environmental Impact of Cosmetic Ingredients: A Global Approach
Experts will provide an overview of the scientific and political landscape by examining the safety frameworks established by various government and nongovernmental authorities. The scientific environment will be addressed by Beta Montemayor, Head, Scientific, Regulatory Affairs and Market Access and Director, Environmental Science and Regulation at Cosmetics Alliance Canada. The political environment will be addressed by Francine Lamoriello, Executive Vice President, Global Strategies Personal Care Products Council. This will be followed by a moderated panel discussion with manufacturers and suppliers addressing global challenges from their perspectives.

4:00 PM – 5:00 PM
Beauty Editors Reception
By invitation
Magnolia Room

6:00 PM – 7:30 PM
All Attendee Social Hour
Surf Break Bar (In case of inclement weather—Gold Room)
Sponsored by Coty
WEDNESDAY, FEBRUARY 28

8:00 AM - 10:30 AM  Registration/Information Desk Open  
                   West Ballroom Foyer

8:30 AM - 9:00 AM  Networking Breakfast  
                   Ponce de Leon Ballrooms 1-4

9:00 AM - 10:00 AM  Plenary Session  
                   Ponce de Leon Ballrooms 1-4

10:30 AM - 5:00 PM  International Association Collaboration Meeting  
                    By invitation  
                    Ponce de Leon Ballroom 6

7:00 PM - 10:00 PM  International Association Dinner  
                    By invitation  
                    Gold Room

THURSDAY, MARCH 1

8:00 AM - 1:00 PM  International Executive Steering Committee  
                   Committee members only  
                   Gulfstream 1 & 2
# Strategic Meeting Space Locations

| Bungalows | 
| --- | --- |
| Bungalow 1 | Advanced Testing Laboratory<br>Elizabeth Horton<br>ehorton@atlscience.com<br>Ryan Zalewski<br>rzalewski@atlscience.com |
| Bungalows 2 | Beauty at Condé Nast<br>Jennifer Ma<br>jennifer_ma@condenast.com |
| Bungalows 3 | Sexy Hair<br>Sloane LaMartina<br>SloaneL@Sexyhair.com |
| Bungalow 4 | Refinery29<br>Lauren Carothers<br>lauren.carothers@refinery29.com |
| Bungalow 5 | POPSUGAR<br>Allyssa Peterson<br>apeterson@popsugar.com |
| Bungalow 8 | Edgewell Personal Care – Suncare<br>Gabrielle Dratch<br>Gabrielle.Dratch@edelman.com |
| Bungalow 10 | Meredith Corporation<br>Shannon Shae Montoya<br>Shannon.Montoya@meredith.com<br>Steve Cambron<br>Steve.Cambron@meredith.com |

# Private Meeting Space

<table>
<thead>
<tr>
<th>Company</th>
<th>Contacts</th>
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</thead>
<tbody>
<tr>
<td>Meredith Corporation</td>
<td>Shannon Shae Montoya&lt;br&gt;<a href="mailto:Shannon.Montoya@meredith.com">Shannon.Montoya@meredith.com</a>&lt;br&gt;Steve Cambron&lt;br&gt;<a href="mailto:Steve.Cambron@meredith.com">Steve.Cambron@meredith.com</a></td>
</tr>
<tr>
<td>Unilever</td>
<td>Kristen La Rosa&lt;br&gt;<a href="mailto:Kristen.LaRosa@edelman.com">Kristen.LaRosa@edelman.com</a></td>
</tr>
<tr>
<td>POPSUGAR</td>
<td>Allyssa Peterson&lt;br&gt;<a href="mailto:apeterson@popsugar.com">apeterson@popsugar.com</a></td>
</tr>
<tr>
<td>Refinery29</td>
<td>Lauren Carothers&lt;br&gt;<a href="mailto:lauren.carothers@refinery29.com">lauren.carothers@refinery29.com</a></td>
</tr>
<tr>
<td>Sexy Hair</td>
<td>Sloane LaMartina&lt;br&gt;<a href="mailto:SloaneL@Sexyhair.com">SloaneL@Sexyhair.com</a></td>
</tr>
<tr>
<td>Meredith Corporation</td>
<td>Shannon Shae Montoya&lt;br&gt;<a href="mailto:Shannon.Montoya@meredith.com">Shannon.Montoya@meredith.com</a>&lt;br&gt;Steve Cambron&lt;br&gt;<a href="mailto:Steve.Cambron@meredith.com">Steve.Cambron@meredith.com</a></td>
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ON BEHALF OF
PERSONAL CARE PRODUCTS COUNCIL

Many Thanks

TO THE FOLLOWING
2018 ANNUAL MEETING SPONSORS:

DIAMOND
Condé Nast

PLATINUM
BeautyKind
Lubrizol

SILVER
Coty
IFRANA