Program Agenda (as of 3/18/19)

Wednesday, May 1st

8:00 a.m. – 8:30 a.m. Registration and Breakfast
8:30 a.m. – 12:00 p.m. Morning Business Session

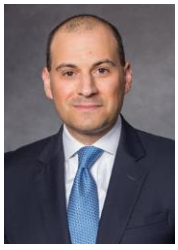
OPENING REMARKS
8:30 a.m. - 8:45 a.m.


LEZLEE WESTINE


THOMAS MYERS

CANNABIS AND COSMETICS: A Match Made in Heaven or a Recipe for Disaster?
8:45 a.m. - 9:15 a.m.

With the growing legalization of medical and recreational marijuana in the states, some cosmetic companies have begun to use and promote the beautifying effects of cannabidiol and hemp oil in cosmetic products. But continued uncertainty about the legal status of cannabis has many scratching their heads as they decide whether to formulate, and how to advertise, with this ingredient. Our speaker will examine the potential pitfalls with using this promising yet controversial ingredient.


JONATHAN HAVENS
Saul Ewing Arnstein & Lehr, Baltimore, MD

STATE OF THE STATES

9:15 a.m. – 10:15 a.m.

With Congress in continual legislative gridlock, many states have stepped in to fill the vacuum on consumer protection, health and wellness, and similar issues. From Hawaii to New York, this panel will look at how states are impacting your industry. Our distinguished panel of experts will discuss important recent activity on Proposition 65, ingredient disclosure, sunscreens and more.

KARIN ROSS
PCPC

DENNIS CARDOZA
Foley Lardner, Wash., DC

Greenberg Traurig, Sacramento, CA

ENVIRONMENTAL IMPACTS OF COSMETICS

10:15 a.m. – 10:45 a.m.

For 80 years, FDA has comprehensively regulated cosmetic products for human health impacts. But recently we have seen states challenge companies with respect to the environmental effects of their products. Plastic microbeads, UV filters, and preservatives have received particular scrutiny for environmental impacts – a trend that will most likely continue. What can the industry do to prepare?

WILLIAM F. TARANTINO
Morrison Foerster, San Francisco, CA

YOUR COMPANY SPOKESPERSON

10:45 a.m. – 11:45 a.m.

Holding out someone to speak for the company can, of course, be a thorny issue. No longer is it just someone with media savvy, but someone who also will be an effective witness. This panel looks at the circumstances in which you issue a media statement, who does it, and timing; when a company must be

ready to "go" and how you get there; how do you get your voice heard; and what happens when your spokesperson becomes voice of the company in litigation?

LAURIE HENRY
Shook Hardy Bacon, KC, MO

PHIL GOLDBERG
Shook Hardy Bacon, Wash. DC

COURTNEY OZER
Unilever, Englewood Cliffs, NJ

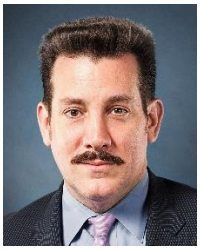
LUNCH: KEYNOTE SPEAKER

Linda Katz, M.D., M.P.H.
Director, Office of Cosmetics and Colors
U.S. Food and Drug Administration

1:30 p.m. - 4:00 p.m. Afternoon Business Session

ADVERTISING PANEL & SOCIAL MEDIA & DIGITAL MARKETING

1:30 p.m. – 2:30 p.m.



ANTHONY LUPO
Arent Fox, Wash., DC

[SPEAKER]

[SPEAKER]

BRAND PROTECTION AND COUNTERFEITING: So Many Bad Guys, So Little Time

2:30 p.m. – 3:30 p.m.

With brand protection and anti-counterfeiting programs, the amount of information coming across your wires can often be overwhelming. Each tip received from your business units, each takedown filed on

Instagram or seizure notice from Customs represents a potential target, an individual who is causing damage to your brand. How do you sift through thousands of leads to identify ideal candidates for escalation, those that may yield positive results and make a dent in the counterfeit market? This program will outline three separate channels in your information pipeline. We will follow leads in each channel and outline ways to identify those that are high value targets and discuss options for escalation and expected results.

KELLY P. MCCARTHY
Sideman & Bancroft, San Francisco, CA

ERICA BRAND PORTNOY
Sideman & Bancroft, San Francisco, CA

PROS AND CONS OF INCREASED FDA OVERSIGHT: Lessons from the Pharmaceutical Industry

3:30 p.m. – 4:00 p.m.

With the recent introduction of the "Personal Care Products Safety Act," the personal care industry is facing a legislative overhaul of the regulatory framework for cosmetics that may include premarketing submissions, mandatory GMPs and adverse events reporting, and increased recall and enforcement powers. Looking at the pharmaceutical industry, which is subject to similar requirements, is instructive and may help guide the personal care industry on what lies ahead. This panel will discuss examples from the pharma industry and how it handles the risks, exposures, benefits and drawbacks of complying with these requirements.

SARA THOMPSON
Greenberg Traurig, Atlanta, GA

****Evening Welcome Reception****

Thursday, May 2nd

8:00 a.m. – 8:30 a.m. Registration and Breakfast
8:30 a.m. – 1:00 p.m. Morning Business Session

CONGRESS AND COSMETICS: The Status of Federal Cosmetics Legislation

8:30 a.m. – 9:00 a.m.

For almost a decade, Congress has entertained various legislation seeking to modernize FDA's regulatory authority over cosmetics. Unlike before, however, there appears to be a growing momentum toward passage of a bill. This panel will provide you with the ultimate insiders' understanding of ongoing negotiations with the House and Senate, and what your company can expect if a bill is enacted. This panel is a must-attend for anyone responsible for legal and regulatory compliance in their company!

WADE ACKERMAN
Covington & Burling, Los Angeles, CA

MEREDITH SIMPSON
PCPC

INTERNATIONAL PANEL

9:00 a.m. – 10:00 a.m.

FRANCINE LAMORIELLO
PCPC

ADVERTISING AND CLAIMS

10:00 a.m. – 10:30 a.m.

The National Advertising Division (NAD) monitors national advertising in all media, investigating the truth and accuracy of claims made for goods and services. NAD accepts complaints from consumers, competing advertisers and local Better Business Bureaus and its decisions represent the single largest body of advertising decisions in the United States. Director Laura Brett will provide insights and watchouts in this highly anticipated presentation.

LAURA BRETT
National Advertising Division, New York, NY

RETAILER REGULATION

10:45 a.m. – 11:45 a.m.

Retailers play a critical role in the development and continued success of the cosmetic and personal care product industry. While understanding existing regulatory regimes can be challenging, industry must also adjust to the specific policies of its retailer partners. It is critical for our industry to recognize that retailers face their own set of external and internal factors that drive the development of retail policy.

MICHAEL STEEL
Morrison Foerster, San Francisco, CA

TARYN LOONEY
CHANEL, New York, NY

CYBER SECURITY & DATA PRIVACY

11:45 p.m. – 12:15 p.m.

No industry is immune from threats to cybersecurity, the integrity of data, intellectual property, the privacy of customers and employees, and the costs and reputational harm that accompany breaches. Our speaker will discuss some of the risks for personal care products companies and best practices to reduce risk. He will also discuss the move to direct customer sales through websites or e-commerce marketplaces and what that means for the secure collection, storage, and use of customer data (both payment data and personally identifiable information).

ROSS NODURFT
Venable, Wash, DC

SUNSCREENS

12:15 p.m. – 12:45 p.m.

While state, county and city bans of FDA-approved sunscreen actives have garnered much of the publics' attention over the last two years, the FDA recently reminded everyone that it remains the Regulator-in-Chief of all things sunscreen. Facing a looming legislative deadline, FDA proposed a new rulemaking that could result in the most substantive changes to the Sunscreen Tentative Final Monograph in decades. The proposal addresses topics like, dosage forms, SPF levels, the safety of UV filters, labeling, record-keeping, and much more. This panel will help you to understand the proposal, what industry is doing about it, and what to expect next.

EMILY MANOSO
PCPC

[SPEAKER]

****Evening Offsite Reception****

Friday, May 3rd

8:00 a.m. – 8:30 a.m. Registration and Breakfast
8:30 a.m. – 12:00 p.m. Morning Business Session

GMP and QUALITY AGREEMENTS

8:30 a.m. – 9:30 a.m.

This panel will discuss the role of Quality Agreements for outsourced operations as part of the Good Manufacturing Practices for cosmetics. In addition, the panel will examine the benefits and regulatory expectations associated with implementing Quality Agreements as a best business practice.

PAULA KATZ
Covington Burling, Wash. DC

TIM PARRENT
Mary Kay, Dallas, TX

CATHLEEN OWEN
Q Laboratories, Cincinnati, Ohio

GOING NATURAL: What It Means to Regulators and For Your Company

9:30 a.m. – 10:30 a.m.

When did cosmetics shopping become the new farmers market? Amid the growing trends in the cosmetics and personal care industry is the "clean beauty" movement, which has prompted terms like "natural," "fresh", "pure", "green" and other derivatives of clean in promoting products. This panel will discuss how to handle marketing and labeling where the FDA has not yet defined the word "natural," and examine the challenge of advertising "clean" products by looking at warning letters, enforcement actions, and other relevant guidance.

TONYA ESPOSITO
Seyfarth Shaw, Washington, DC)

RENEE APPEL
Seyfarth Shaw, Washington, DC

WHAT'S NEXT AT FDA?

10:30 a.m. – 11:30 a.m.

With the sudden departure of FDA Commissioner Scott Gottlieb, there is a lot of uncertainty around the future direction and leadership of FDA. As always, our closing panel will feature a presentation by Peter Barton Hutt, former Chief Counsel of the U.S. Food and Drug Administration and partner at the Washington, DC office of Covington Burling.

PETER BARTON HUTT
Covington Burling, Washington, DC

Program Ends at 12:00 p.m.