PROGRAM
2020
ENVISIONING A MORE SUSTAINABLE WORLD FOR BEAUTY

March 1–3, 2020
The Breakers, Palm Beach, FL
WELCOME TO THE PERSONAL CARE PRODUCTS COUNCIL 2020 ANNUAL MEETING!

We are pleased to be back at the historic Breakers Hotel in Palm Beach for our 2020 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 Richard Edelman, CEO of Edelman, a global communications firm, who will share insights from The Edelman Trust Barometer. This will be followed by a presentation from Michael Maslansky, CEO of Maslansky & Partners, a communications consultancy. Join us as he shares insights from nearly two decades of research into how consumers think and feel, with a focus on our industry. Again this year, we will have specialized breakouts covering topics such as transforming the global supply chain and defining your brand’s purpose.

The Tuesday morning general session will feature Tom Szaky, founder & CEO of TerraCycle, a company with a mission to eliminate the idea of waste. Another session will feature leading executives from global beauty and personal care companies who will share their companies’ commitment to sustainable growth. 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 PCPC and our members remain on the cutting edge.

Thank you again for bringing your expertise to the 2020 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 members sponsoring some of this year’s special events.

Thank you for supporting the Personal Care Products Council and joining us here in Palm Beach.

Personal Care Products Council
President & CEO
Lezlee Westine

Personal Care Products Council Chairman
George D. Calvert, Ph.D.
Chief Supply Chain Officer
Amway
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SCHEDULE OF EVENTS

SUNDAY, MARCH 1

2:00pm – 7:00pm  
Registration/Information Desk Open  
Ponce de Leon Ballroom Foyer

7:00pm – 8:30pm  
All Attendee Welcome Reception  
Ocean Lawn (In case of inclement weather-Venetian Ballroom)

MONDAY, MARCH 2

8:00am – 3:30pm  
Registration/Information Desk Open  
Ponce de Leon Ballroom Foyer

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

9:00am – 10:45am  
Plenary Session  
Ponce de Leon Ballrooms 1-4  
PCPC Spotlight: A conversation with PCPC President & CEO Lezlee Westine and PCPC Chairman George Calvert, Ph.D. (Amway)

The Edelman Trust Barometer

Keynote Speaker:  
Richard Edelman,  
CEO of Edelman, a global communications firm

Richard Edelman has extensive experience in reputation management, having led assignments with major corporations, NGOs and family businesses in over 25 industries around the world. He has counseled countries in every region of the world on economic development programs. As the creator of the annual Edelman Trust Barometer, he is one of the foremost authorities on trust in business, government, media and NGOs. His firm was named “PR Agency of the Decade” by both Advertising Age and The Holmes Report.
Michael Maslansky, CEO of Maslansky & Partners, a communications consultancy

Michael Maslansky advises Fortune 500 corporations, industry associations, major litigation practices and non-profit organizations on language strategy and messaging issues. Join us as he shares insights from nearly two decades of research into how consumers think and feel, with a focus on our industry.

11:00am – Noon

Breakouts #1 and #2

#1: The Future of Beauty is Green, Clean, and Gen Z
Ponce de Leon Ballrooms 1-4

Generation Z more than any other will come to shape how we see and define beauty, and, therefore, the qualities and values brands must possess in order to thrive. They are increasingly specific in the methods and criteria by which they discover and select products, putting a distinct premium on those brands that are best aligned with their values. Which brands are actually walking the walk? How can brands establish trusted relationships with this emerging consumer base? Join Condé Nast for a presentation and panel that will unpack the relationship between the environment, Generation Z, and the future of the evolving beauty industry.

PRESENTATION
Andea Campbell
Head of Marketing Strategy & Research, Condé Nast

PANEL DISCUSSION
MODERATOR
Samhita Mukhopadhyay
Executive Editor, teenVOGUE

PANELIST
Maya Penn
Founder & CEO
Maya’s Ideas

PANELIST
Tom Szaky
Founder & CEO
TerraCycle
The product innovation cycle for beauty products is moving faster than ever, and increasingly expected to serve evolving consumer demands for sustainable ingredients and ethical sourcing, without compromising on performance. Today, advances in medicine and biotechnology are beginning to be applied to cosmetics and personal care products, signaling a coming era of beauty powered by biology. Alex Lorestani, co-founder and CEO of Geltor, the biodesign company, will talk about creating a selection of 100% animal- and GMO-free, globally scalable, and sustainably cultivated designer proteins.

Ken Cook, President and Co-founder of the Environmental Working Group, a prominent NGO involved in food and farm products as well as personal care and household products, will share insights on the importance of collaboration between industry and NGOs.

Ken Cook, President and Co-founder of the Environmental Working Group

PANELIST
Esi Eggleston Bracey, EVP & COO of North America Personal Care, Unilever

#2: Transforming the Global Supply Chain
Gold Room

Alex Lorestani, co-founder and CEO of Geltor, the biodesign company

Board of Directors Meeting
Board members only
Ponce de Leon Ballroom 6

All Attendee Social Hour
Front Lawn (In case of inclement weather-Gold Room)

7:00pm – 9:30pm
Board of Directors Reception
By invitation — South Pool

Board of Directors Dinner
By invitation — Beach Club Restaurant
Sponsored by Condé Nast
TUESDAY, MARCH 3

8:00am - 1:00pm  Registration/Information Desk Open
                 Ponce de Leon Ballroom Foyer

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

9:00am - 10:45am Plenary Session
               Ponce de Leon Ballrooms 1- 4

Understanding the Dynamics and Economics of Waste

Keynote Speaker: Tom Szaky, Founder & CEO of TerraCycle, a company with a mission to eliminate the idea of waste

TerraCycle, a global leader in the collection and repurposing of complex waste streams, operates in 21 countries, working with some of the world’s largest brands, retailers and manufacturers to create national platforms to recycle products and packaging that currently go to landfill or incineration.

Through TerraCycle, Tom Szaky is creating circular solutions for hundreds of waste streams such as cigarette butts, dirty diapers and used chewing gum that otherwise have no path to be recycled. TerraCycle operates the largest supply chain for ocean plastic in the world, partnering with global companies to integrate this material into their packaging.

Leadership Perspectives Panel on Sustainability — Creating Value for Business and Society

Martina Spinatsch, Vice President, R&D Beauty Care North America, Henkel

Jerry Vittoria, President of Fine Fragrance Worldwide, Firmenich
Leading executives from global beauty and personal care companies will share their companies’ commitment to sustainable growth, provide examples of how they address the business challenges and opportunities through their corporate sustainability/CSR programs and offer examples of how they create value for society through sustainability. Panelists include Martina Spinatsch, Vice President, R&D Beauty Care North America, Henkel; Jerry Vittoria, President of Fine Fragrance Worldwide, Firmenich; and Gregory F. Polcer, Executive Vice President, Global Supply Chain, The Estée Lauder Companies. Moderator: Pamela Alabaster, Chief Marketing and Communications Officer, Centric Brands, the leading apparel and accessories licensing company in North America.

Breakout #4

The Future of AI on Social Media: What Beauty Brands Need to Know

Gold Room

Imagine a world where you know how content will perform on channels like Instagram, email marketing, or in ads—before you even share it. This technology is no longer the stuff of dreams, it’s currently being used by some of the top beauty brands in the world to enhance their content, leading to higher engagement and conversions across consumer touchpoints. Join Marie La France, Executive Director of Corporate Strategy at Dash Hudson to explore the implications of AI in social commerce, and how it enables brands to customize their visual marketing strategy to their unique audience.
It is clear that consumers are demanding more information on the products they buy. They want to know what the ingredients do; they want to know the sources of those ingredients; and they want increasing information on the safety of those ingredients. Most of all consumers are demanding to know exactly what is in the products they buy and legislators are responding by passing new and more comprehensive Right-to-Know regulations.

Whether it is ingredients, fragrances or trace substances, suppliers and brand owners will be facing new challenges. Brand owners and suppliers will need to share more information in greater detail; both may face demands to generate novel data to comply with new regulations and new processes and procedures will be needed to respect confidential business information.

Today’s speakers will be invited to address transparency initiatives from their perspective along the supply chain. Speakers include Amy Wyatt, Vice President, R&D & Regulatory Affairs, Chanel; Greg Adamson, SVP, Global Regulatory Affairs & Product Safety, Givaudan; Mike Thompson, SVP, Government Affairs, PCPC; and MODERATOR Espe Troyano, Beauty and P&G Ventures Director — Global Product Stewardship, Procter & Gamble.
2:00pm – 3:00pm  
**Breakout #5: Defining Your Brand’s Purpose**  
*Gold Room*

Stakeholders today expect companies and the brands they love to take a stand on important social issues and have a reason for being beyond profits. This breakout session, led by Carol Cone, CEO, Carol Cone ON PURPOSE, and featuring Kelly Vanasse, Chief Communications Officer, P&G Beauty & Grooming, and Andrea Flynn, Vice President, Strategy, Governance and Citizenship for Global Corporate Citizenship and Sustainability, The Estée Lauder Companies, will share best-in-class purpose programs that deliver business and societal value, research that demonstrates the importance of brand purpose and how companies and brands can define authentic purpose platforms.

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**WEDNESDAY, MARCH 4**

**9:30am – 5:30pm**  
**International Association Collaboration Meeting**  
*By invitation — Ponce de Leon Ballroom 6*

**7:00pm – 10:00pm**  
**International Association Dinner**  
*By invitation — Gold Room*
**STRATEGIC MEETING SPACE LOCATIONS**

All attendees are encouraged to visit the bungalows. A bungalow map is included in the attendee welcome bag.

### BUNGALOWS

<table>
<thead>
<tr>
<th>Bungalow</th>
<th>Company</th>
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<tbody>
<tr>
<td>1</td>
<td>Unilever</td>
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<td>2</td>
<td>Pandora</td>
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<td>3</td>
<td>Sexy Hair</td>
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<td>Dash Hudson</td>
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<tr>
<td>8</td>
<td>Perfect Corp</td>
</tr>
</tbody>
</table>

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**PERFECT CORP**
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### MEETING SPACE

**CONDÉ NAST**
Room Location: South Mezzanine 1  
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**MEREDITH**
Room Location: Ponce de Leon 5  
Taylor Calta  
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**UNILEVER**
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**HEARST**
Room Location: South Mezzanine 14 & 15  
Maddy Shapiro  
maddy.shapiro@hearst.com
ON BEHALF OF PERSONAL CARE PRODUCTS COUNCIL

MANY THANKS TO THE FOLLOWING 2020 ANNUAL MEETING SPONSORS

CONDÉ NAST
PLATINUM LEVEL

Lubrizol
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