

Embracing the Future of Beauty

WITH A FOCUS ON
Essential Beauty
Sustainable Beauty
Inclusive Beauty

2021 PCPC VIRTUAL SUMMIT | MAY 11-13



Program

As of 5/5/2021. All times listed are Eastern Standard Time (EST).

Tuesday, May 11, 2021

PLENARY SESSION

11:00 a.m.	WELCOME REMARKS	Lezlee Westine , <i>President & CEO, PCPC</i>
11:05 a.m. - 11:45 a.m.	LEADING IN TURBULENT TIMES: ONE ON ONE WITH WILLIAM LAUDER <i>William Lauder will share his insights on leading with resilience and impacts of COVID-19 on the beauty and personal care industry.</i>	KEYNOTE SPEAKER William P. Lauder , <i>Executive Chairman of the Board, The Estée Lauder Companies</i> MODERATOR Jenny B. Fine , <i>Executive Director, Beauty, WWD</i>
11:45 a.m. - 12:00 p.m.	FIRESIDE CHAT <i>They will discuss some of PCPC's accomplishments and initiatives during the past year including its work to help the personal care industry during the pandemic.</i>	Lezlee Westine and Keech Combe Shetty , <i>Board Chair, PCPC & Executive Chair, Combe, Inc.</i>
12:00 p.m. - 12:30 p.m.	WASHINGTON REPORT <i>A discussion with PCPC senior staff on the latest federal and state legislation, regulatory issues impacting the industry, efforts around global advocacy, science and safety, and effective communications.</i>	Lezlee Westine & PCPC Senior Staff

12:30 p.m. - 1:00 p.m.	<p>CFSAN'S PRIORITIES IN THE BIDEN ADMINISTRATION</p> <p><i>Dr. Mayne will discuss CFSAN's priorities in the Biden administration.</i></p>	<p>Dr. Susan Mayne, <i>Director of the Center for Food Safety and Applied Nutrition (CFSAN), U.S. Food and Drug Administration (FDA)</i></p>
1:00 p.m. - 2:00 p.m.	BREAK	
CONCURRENT SESSIONS		
2:00 p.m. - 2:45 p.m.	<p>FEDERAL AND STATE REGULATORY LANDSCAPE: CLEAN & NATURAL BEAUTY, ADA COMPLIANCE AND PRIVACY ISSUES</p> <p><i>A panel of experts from a leading California law firm will discuss the federal and state regulatory landscape for cosmetics and personal care products. They will review the status of clean and natural beauty, ADA compliance, privacy and other issues.</i></p>	<p>John Conkle, <i>Partner, Conkle, Kremer & Engel PLC</i></p> <p>H. Kim Sim, <i>Partner, Conkle, Kremer & Engel PLC</i></p> <p>Zachary Page, <i>Partner, Conkle, Kremer & Engel PLC</i></p>
2:00 p.m. - 3:00 p.m.	<p>BRING BACK THE SCIENCE: IN THE AGE OF (MIS)INFORMATION, WHO DO WE TRUST & WHY?</p> <p><i>Journalists Kate Sandoval Box and Cara Kelly discuss today's challenging, diverse and ever-changing media landscape, including the responsibility of media and industry to help educate about complex issues, especially those impacting beauty and personal care companies.</i></p>	<p>Kate Sandoval Box, <i>Editorial Beauty Director, SHAPE, Parents & Parents Latina</i></p> <p>Cara Kelly, <i>Enterprise Reporter, USA TODAY</i></p> <p>MODERATOR Lisa Powers, <i>EVP, Public Affairs & Communications, PCPC</i></p>
2:00 p.m. - 3:00 p.m.	<p>CLAIMING BEAUTY: A REVIEW OF RECENT CASES AT NAD</p> <p><i>This session will provide an overview of advertising self-regulation, and look at NAD's new procedural offerings, including "Fast-Track SWIFT" – an expedited option for filing advertising challenges. It will also explore recent cases involving common pitfalls in claim substantiation, as well as hot topics and tips for practitioners.</i></p>	<p>Eric Unis, <i>Attorney, National Advertising Division (NAD) of Better Business Bureau, New York</i></p>
3:00 p.m. - 4:00 p.m.	<p>MARKETING COSMETICS AFTER BREXIT</p> <p><i>CTPA has worked with industry to ensure that cosmetic products are able to be placed on the market within the context of a scientific and hazard-based legislation and that trade with the main trading partner, the EU, continues as smoothly as possible. Companies doing business in the UK will need to make significant changes to product and ingredient notifications, labeling and other matters, as well as the person responsible for complying with various new deadlines.</i></p>	<p>Nicholas Shaw Núñez, <i>Head of International Growth & Regulatory Services, Cosmetics, Toiletries and Perfumery Association (CTPA)</i></p>



Wednesday, May 12, 2021

PLENARY SESSION

11:00 a.m.	WELCOME REMARKS	Lezlee Westine , <i>President & CEO, PCPC</i>
11:05 a.m. - 11:45 a.m.	COURAGEOUS LEADERSHIP: A CONVERSATION WITH PAUL POLMAN <i>Global sustainable business icon Paul Polman, former Unilever CEO and now IMAGINE co-founder and chair, will discuss how and why companies need to up their game on the climate crisis, social justice, and other pressing issues. Join us for a chat, led by Andrew Winston, founder of Winston Eco-Strategies and co-author with Paul of “Net Positive: How Courageous Companies Thrive by Giving More than They Take” to be released this fall. These two sustainability champions will explore the type of leadership necessary to drive systems change and why collaborations are critical.</i>	KEYNOTE SPEAKER Paul Polman , <i>Co-Founder & Chair, IMAGINE</i> MODERATOR Andrew Winston , <i>Founder, Winston Eco-Strategies</i>
11:45 a.m. - 12:30 p.m.	CONDÉ NAST PRESENTS: BEAUTY, DISRUPTED <i>The COVID-19 pandemic has undoubtedly altered our routines from how we work, to how we connect, to even how we get ready (or don't) in the morning. As our lives have shifted, so have our beauty routines and, in many ways, these shifts have led to a major evolution of the industry. In a rich environment teeming with innovation, we have gone from full-face glam to zoom-ready fresh; and from beauty counters to augmented reality driven e-commerce — the list goes on. With an introduction by Anna Wintour, join Michelle Lee, in conversation with top beauty industry leaders and content creators as they unpack how innovation and new technology are reshaping the beauty industry as we know it.</i>	Anna Wintour , <i>Editor-in-Chief, Vogue, Global Editorial Director, Vogue, Chief Content Officer, Condé Nast</i> Cassandra Jones , <i>Vice President Beauty & Cosmetics, Target</i> Camila Coelho , <i>Brazilian & American Fashion and Beauty Entrepreneur</i> Avani Gregg , <i>Digital Creator & Entrepreneur</i> MODERATOR Michelle Lee , <i>Editor-in-Chief, Allure</i>
12:30 p.m. - 1:15 p.m.	DEVELOPING YOUR COMPANY'S SUSTAINABILITY ROADMAP <i>Consumers are increasingly interested in products that are good for them, good for society, and better for the environment. This session will explore how you can begin your sustainability journey and discover the value it represents for your business and society. The session will provide steps that other companies have taken and give a practical, hands-on approach.</i>	Tom Langan , <i>North American Director, Communications, Corporate Affairs and Sustainable Business, Unilever</i> Fabienne Smolinski , <i>Chief People Officer, Corporate Social Responsibility Officer, Arbonne</i> Kelly Vanasse , <i>CCO & Senior Vice President, P&G Global Beauty, Grooming and Health Communications and Influencer Marketing, Procter & Gamble</i>

		<p>Deborah Gibbins, <i>Chief Operating Officer, Mary Kay</i></p> <p>MODERATOR</p> <p>Pam Alabaster, <i>Head of Global Sustainability, Mattel</i></p>
1:00 p.m. - 2:00 p.m.	BREAK	
CONCURRENT SESSIONS		
2:00 p.m. - 3:00 p. m.	<p>JUNK SCIENCE IN COURTS AND PUBLIC OPINION: DEFENDING PRODUCT SAFETY</p> <p><i>In a world where “facts” have become subjective and opinion is presented as “truth,” it is important to understand how science can be utilized to influence public opinion on product safety. Even the safest of products can become tainted in the minds of consumers (and legislators, regulators, judges, jurors, etc.) when subjected to an onslaught of litigation and coordinated media attacks. Understanding how to effectively combat these tactics while often incorporating complex science can be tricky. On this panel, Sara Thompson and Libby Stennes will discuss strategies for proactively using science to counter negative publicity and mitigate litigation threats. This will include not only how to evaluate and defend a product’s safety, but strategies to combat junk science in a way that will resonate with judges, juries and the public.</i></p>	<p>Sara K. Thompson, <i>Shareholder, Greenberg Traurig LLP, Atlanta, Ga.</i></p> <p>Libretta Stennes, <i>Shareholder, Greenberg Traurig LLP, Minneapolis, Minn.</i></p> <p>Julie Goodman, Ph.D., DABT, FACE, ATS, <i>Principal, Gradient Corporation</i></p>
2:00 p.m. - 3:00 p.m.	<p>THE EUROPEAN GREEN DEAL</p> <p><i>Joachim Schlange and Christopher Haasen of Schlange, Zamostny & Co., a leading European sustainability consultancy, will discuss the European Green Deal and its implications for the beauty and personal care industry. Sustainability is increasingly gaining in importance, covering all aspects of life; a particular focus is given to the economy such that all industries need to adjust their business models and their communications in order to comply with legislation, stakeholder expectations and above all, to stay competitive. In December 2019, The European Union announced the “EU Green Deal”, a plan to make the EU’s economy sustainable with a focus on climate change and environmental degradation. The EU Green Deal is a rather complex initiative, and this presentation intends to provide an overview of its overall structure, timeline, concrete objectives, and practical implications to the extent known.</i></p>	<p>Joachim Schlange, <i>Managing Partner, Schlange, Zamostny & Co., Hamburg, Germany</i></p> <p>Christopher Haasen, <i>Principal, Schlange, Zamostny & Co., North America</i></p>

<p>3:00 p.m. – 4:00 p.m.</p>	<p>THE SHIFTING LANDSCAPE OF CALIFORNIA COSMETIC REGULATIONS</p> <p><i>The ever-shifting legal and regulatory landscape of California presents unique challenges and opportunities for personal care companies. Recent developments under Proposition 65, fragrance and allergen disclosure, chemical ingredient ban legislation and VOC regulations will have a profound impact on doing business in this state and around the country. A panel of experts from the international law firm Greenberg Traurig, including Will Wagner and Deepi Miller, will offer attendees practical guidance to navigate these new laws.</i></p>	<p>Will Wagner, Associate, Greenberg Traurig LLP, Sacramento, Calif.</p> <p>Deepi Miller, Of Counsel, Greenberg Traurig LLP, Sacramento, Calif.</p>
<p>3:00 p.m. – 4:00 p.m.</p>	<p>FDA & FTC ENFORCEMENT</p> <p><i>Increased enforcement from FDA and FTC help to identify agency priorities, including regulatory initiatives and targeted industry activity. Permissible claims, adequate disclosure, the use of influencers, and publication of customer reviews are all issues these agencies have recently grappled with. This panel will also look at how U.S. courts are interpreting FDA and FTC regulations and guidelines in class actions around the country.</i></p>	<p>Renée Appel, Associate, Seyfarth Shaw LLP, Washington, D.C.</p> <p>Tonya Esposito, Partner, Seyfarth Shaw LLP, Washington, D.C.</p>
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Thursday, May 13, 2021

PLENARY SESSION

11:00 a.m.	WELCOME REMARKS	Lezlee Westine , <i>President & CEO, PCPC</i>
11:05 a.m. - 11:45 a.m.	PIVOT WITH PURPOSE <i>Catalyzing confidence and inspiring innovation, Lisa Sun seamlessly blends stories from her personal journey with data and experience-driven insights from her 11 years at McKinsey & Company to offer talks that encourage audiences to choose self-confidence, work to harness their “superpower,” and use gravitas to advance personally and professionally.</i>	KEYNOTE SPEAKER Lisa Sun , <i>Founder & CEO, GRAVITAS and Former Associate Principal in McKinsey’s Global Apparel, Fashion and Luxury Practice</i> MODERATOR Lezlee Westine , <i>President & CEO, PCPC</i>
11:45 a.m. - 12:00 p.m.	MADAM C.J. WALKER AWARD This first annual award will be presented for excellence in diversity, equity and inclusion.	Keech Combe Shetty , <i>Board Chair, PCPC & Executive Chair, Combe Inc.</i>
12:00 p.m. - 12:30 p.m.	THE REGULATORY FRAMEWORK OF CBD <i>Recent FDA warning letters to OTC drug makers signal a change in its CBD enforcement priorities, which could have ramifications for cosmetic manufacturers. In this segment, Bill Tarantino of Morrison Foerster will offer guidance to industry on how to navigate this constantly changing landscape.</i>	William F. Tarantino , <i>Partner, Morrison & Foerster LLP, San Francisco, Calif.</i>
12:45 p.m. - 1:15 p.m.	HISTORY OF COSMETICS LEGISLATION <i>With sweeping policy proposals expected from the Biden administration, many companies are wondering what this will mean for FDA and the products it regulates. Mr. Hutt will provide an expert’s view to the new Administration and what it portends for our industry.</i>	Peter Barton Hutt , <i>Senior Counsel, Covington & Burling LLC, Washington, D.C.</i>

PROGRAM ENDS AT 1:15 P.M.



