

2024 ANNUAL MEETING

EVENT AGENDA

**CREATING A NEW
FUTURE FOR A MORE
BEAUTIFUL WORLD**



MONDAY / FEBRUARY 26, 2024

9 a.m – 12 p.m.

International Steering Committee (Committee Members Only)

12:30 – 2 p.m.

Joint Government Affairs and Communications Steering Committees Meeting (Committee Members Only)

2 – 7 p.m.

Registration Desk Open

3 – 5 p.m.

Board of Directors Meeting (Invitation Only)

5:30 – 7 p.m.

President's Reception – All Attendees Welcome

6:30 p.m.



Madam C.J. Walker Award Presentation with Special Guest, **A'Lelia Bundles**

7:30 – 9:30 p.m.

Board of Directors Dinner (Invitation Only)

TUESDAY / FEBRUARY 27, 2024

7:30 – 9 a.m.

Networking Breakfast

9 – 11:30 a.m.

Plenary Session

9 - 9:15 a.m.



Remarks by **Thomas F. Myers, PCPC President & CEO**

9:15 – 9:25 a.m.



Election of Officers
Keech Combe Shetty, PCPC Immediate Past Board Chair

9:25 – 9:30 a.m.



Board of Director Chair Remarks
Barbara Menarguez, Chanel

9:30 – 10:30 a.m.

How Conversational AI Will Change E-Commerce Forever
Max Bennett, Co-Founder & CEO Alby



Conversational Artificial Intelligence (AI) – the technology that enables brands to peak to each customer individually in real time – has been a dream for many decades but is only now coming to fruition. Independent brands and retailers did not benefit from the shift to e-commerce 25 years ago; Amazon, Google and Facebook reaped the majority of these benefits. The shift toward conversational AI will be different and will uniquely empower independent brands and retailers.

10:30 – 11:30 a.m.

Fireside Chat with Evan Osnos, The New Yorker
Moderator: Francine Lamoriello, EVP Global Strategies



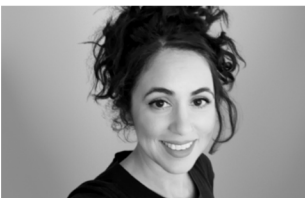
Known for his articulate and accessible commentary, Evan Osnos writes about politics and foreign affairs spanning the U.S., the Middle East, East Asia, and China. Osnos presents current assessments of the biggest stories of the day, from U.S.-China tensions and life inside North Korea, polarization of our nation and the rebuilding of civic ties, as well as the future of technology and globalization. An eloquent speaker, Osnos offers a balanced and thorough view of world news and its consequences.

11:30 a.m. – 12:30 p.m.

Grounds for Discussion – Coffee, Communication and Networking

12:30 – 2 p.m.

Luncheon with Manufacturers and Suppliers Panel: Exploring the Complexities of the New Value Chain
Elisabeth Anderson, Director of Science Communication, Center for Research on Ingredient Safety, Michigan State University
Mike Fevola, Ph.D., VP Research & Development, Inolex
Moderator: Kathy Stanton, Sr. Director, Scientific & Regulatory Affairs



As the complexities of the cosmetics industry steadily increase, the “value chain” has morphed to an amorphous web-like ecosystem. The value chain conventionally includes feedstock and ingredient suppliers, R&D experts, finished goods manufacturers, contract manufacturers, brand owners and retailers. In the new view, the broad-reaching demand for transparency by consumers, regulators, NGOs, influencers, and the media is reshaping value ecosystem. This creates a new challenge for our industry: how can information be communicated efficiently throughout the ecosystem, and how can our industry communicate information broadly and publicly in a manner that can be trusted?

12 – 1:30 p.m.

Legal Steering Committee Luncheon (Committee Members Only)

2:30 – 3:30 p.m.

Break Out Session: **UN Global Treaty on Plastic Pollution**

Melissa Kopolow, Associate Partner, Albright Stonebridge Group

Moderator: Natalie Obermann, Vice President, Global Strategies



In March 2022, the United Nations Environment Assembly resumed its fifth session and adopted a historic resolution to develop an international legally binding treaty on plastic pollution, including plastic waste in the marine environment. This treaty, which has been dubbed the "most important climate deal since Paris," aims to tackle the issue of plastic pollution throughout the entire lifecycle of plastic, from production to disposal. As a result, this treaty is likely to have a direct impact on your business operations, supply chain, and consumers. During this session, Melissa Kopolow, an Associate Partner with Albright Stonebridge Group's Sustainability practice, will discuss the process led by the UN Environment Programme (UNEP) and its Intergovernmental Negotiating Committee (INC) to draft the treaty. She will provide insights into what is and isn't included in the draft text, as well as the likely ramifications for the cosmetics industry.



Break Out Session: **Demystifying Science Through Storytelling**

Elisabeth Anderson, Director of Science Communication, Center for Research on Ingredient Safety, Michigan State University

Moderator: Kimberly Norman, Sr. Director, Safety, Regulatory, & Toxicology

Elisabeth Anderson is the director of Science Communication at the Center for Research on Ingredient Safety at Michigan State University, where she shares information on food, cosmetics, and household products. She focuses on demystifying dense subjects using human-based storytelling paired with data-driven best practices to reach a modern, global audience.

3:45 – 4:45 p.m.



Break Out Session: **Relationships with Customers: It's Complicated!**
Antonio F. Dias, Partner, Jones Day

Why attracting them, doing business with them and maintaining them has become increasingly more difficult because of the media, government and litigation. Join this session to learn more about risks inherent to consumer facing interactions- from traditional advertising and marketing to online tracking and AI methods. Jones Day Partner Tony Dias will explore this important and complicated dynamic. With more than 30 years of experience, Dias creates and implements strategic legal responses to high-profile and novel legal matters involving financial institutions, manufacturing, energy, health care and life sciences, telecommunications, consumer products and services, corporate conduct, and educational institutions. He defends companies facing federal government and state attorney general investigations, complex litigation, federal and state legislative investigations and hearings, and regulatory challenges.

3:45 – 4:45 p.m.



Break Out Session: **Safeguard Your Brand & Increase Your Profits:
Combating Counterfeits & Securing the Beauty Industry Supply Chain**
Justin Pierce, Partner, Venable
William M. Mansfield, Emergent IP Consulting

In the glittering world of cosmetics and personal care, the shadow of counterfeiting looms large, threatening to tarnish brand reputations and dilute profits. This session is designed for industry leaders, manufacturers, innovators, distributors and marketers of beauty brands. This session delves into the multifaceted challenges posed by counterfeit goods, knockoffs, and infringing products. Attendees will gain invaluable insights into the latest strategies and technological advancements for protecting their brands and securing their supply chains. Through a blend of presentations and real-world case studies by brand protection lawyers (Justin Pierce and William Mansfield), participants will learn how to identify vulnerabilities, implement robust protective measures, and effectively fight back against counterfeiting, knockoffs and unauthorized product diversion. Join us to learn how to better protect your brand's integrity, enhance profits and reduce the risk posed by counterfeit and infringing products.

3:30 – 5:30 p.m.

SACX Committee Meeting

5:30 – 7 p.m.

All Attendee Social Hour

WEDNESDAY / FEBRUARY 28, 2024

7:30 – 8:30 a.m.

Networking Breakfast

8:30 – 11:30 a.m.

Plenary Session

8:30 – 9:30 a.m.

Building Trust in an Era of Polarization

Michael Maslansky, CEO, Maslansky + Partners



With the growing politicization and polarization, companies face heightened risks when communicating on a broad range of issues. How can corporations build trust and minimize risk when their stakeholders are bombarded daily with competing and often contradictory messages. Language expert and strategist Michael Maslansky will highlight recent research from Maslansky + Partners, which holds key insights into how the issue of ESG polarization is evolving and why, when it comes to building trust, it's not what you say, it's what they hear what matters most.

9:30 – 10:15 a.m.

Power of Language in Sustainability Communications

Carol Cone, CEO and Founder, ON PURPOSE

Harold Hamana, Managing Partner, Knight & Prawn

Moderator: Lisa Powers, EVP Public Affairs & Communications, PCPC



As consumers demand greater social responsibility and sustainable practices from businesses, effective communication has become paramount. Drawing inspiration from Michael Maslansky's cutting-edge research, this dynamic and instructive session will unravel the intricacies of effectively communicating sustainability initiatives and impact. Featuring audience participation, real-life cases from PCPC members and a focus on uncovering critical insights, an expert panel, led by Carol Cone, will provide tools and actionable strategies for leveraging language to advance sustainability communications, and building trust and reputation with key stakeholders. Panelists will discuss strategies for safeguarding reputation, engaging employees, reporting impact and connecting sustainability investments to sales.

Whether you're an industry veteran or newcomer, this discussion will include industry leader experiences, insights, and practical tips for successfully communicating sustainability initiatives and impact, making a positive impact, and solidifying your position as a responsible corporate citizen.

10:30 – 11:30 a.m.



Regulatory and Policy Outlook: Navigating a Changing Landscape & What Personal Care Companies Can Expect in 2024

Wade Ackerman, Partner, Covington & Burling

The swift pace of federal and state legislative and regulatory developments continues to increase, with both evolving and some new dynamics for the personal care products sector to navigate. This speaker will explore top priorities and paths forward in 2024, touching on issues such as the regulatory modernization of federal cosmetics, state-level policy advancement, and broader changes within the sector and market - including ESG and DEI priorities, adoption of AI, and other new digital tools.

11:30 a.m. – 12:15 p.m.

Grounds for Discussion – Coffee, Communication and Networking

12:15 – 1:30 p.m.

Look Good Feel Better Luncheon – Reaching for a Higher Purpose

Moderator: Louanne Roark, Executive Director, Look Good Feel Better Foundation

Ingrid Barerra, PsyD., Director of Oncology Clinical Ops. & Cancer Services, University of Miami, Sylvester Comprehensive Cancer Center

Tangela Hillery, Concierge Coordinator, Sylvester Comprehensive Cancer Center

Jasmine Santiago, Cancer Survivor, LGFB Workshop Participant & Patient at Sylvester Comprehensive Cancer Center

Tanya Cruz, National Education Manager, Clarins USA

Alana Triay, Field Executive & Trainer, Clinique

Anna Klein, SVP Global Public Affairs & Communications, The Estee Lauder Companies



For 35 years, the Look Good Feel Better program has reached directly into the lives of people with cancer to deliver hope and help at a moment of profound need. By helping people address the appearance-related side effects of their treatment with valuable content and gentle guidance – shared by caring beauty professionals – in an environment that encourages connection and builds community, Look Good Feel Better makes purpose personal.

Don't miss this dynamic luncheon discussion featuring a panel of cancer patients, professional volunteers and psychosocial oncology specialists from the University of Miami's Sylvester Comprehensive Cancer Center, a Look Good Feel Better Alliance partner. The panel will explore the impact of this groundbreaking initiative and share their personal stories and insights, and PCPC members will discuss how Look Good Feel Better extends and enriches their CSR and broader sustainability platforms through direct community impact, including creative ways to engage internal stakeholders in the Look Good Feel Better mission.

1:30 – 2:30 p.m.

Break Out Session: **Recent Developments in Advertising & Claim Substantiation – What You Need to Know About Recent OTC & NAD Activity and How it Could Affect Your Marketing Strategies**
Jessica O’Connell, Partner, Covington & Burling



In the past year, the FTC has been quite active in addressing consumer product marketing practices, including its expectations for endorsement disclosures, claim substantiation, and “green claims.” We have also seen increased activity before NAD particularly in the personal care space. This session will provide a deep dive of developments we have seen this year, what we expect to see in the coming years, and what this means for your business and your brands.

1:30 – 2:30 p.m.

Break Out Session: **Global Perspective on the Cosmetics Industry**
Darren Praznik, President & CEO, Cosmetics Alliance Canada
Carlos Berzunza, President, CASIC
John Chave, Director General, Cosmetics Europe
Moderator: Francine Lamoriello, EVP Global Strategies



Join us for a panel discussion that will feature association leaders from some of the largest cosmetic markets around the world. The panelists, representing Europe, Latin America and Canada, will discuss the critical regulatory issues that impact their respective regions and how these issues could potentially affect the global cosmetic industry.

Given that the cosmetic industry is global, any changes in one market can have far-reaching consequences on others. Therefore, the panelists will also provide their perspectives on how the global cosmetic industry can unite to address these challenges effectively.

THURSDAY / FEBRUARY 29, 2024

9 a.m. – 5:30 p.m.

International Association Collaboration (IAC) Meeting (Invitation Only)

12 – 1:30 p.m.

IAC Luncheon

7– 10 p.m.

IAC Dinner (Invitation Only)