

# in-cosmetics® formulation summit

London • 24-25 October, 2018

## PROGRAMME 2018

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### DAY 1 – UP CLOSE – Understanding your consumer

Time	Session information
09:00 – 09:15	<p>Opening remarks</p> <p>In keeping with the theme personalisation, audience interaction is encouraged to keep your opinions and questions centre stage, ensuring that this summit really becomes personalised as YOUR summit. You will be invited to join in an experiment demonstrating Artificial Intelligence (AI) trained to choose the best anti-ageing product for YOU, with just an app on your smartphone. You will have the opportunity to:</p> <ul style="list-style-type: none"> <li>• Take part in an AI learning demonstration where AI selects YOUR personalised Anti-ageing product</li> <li>• Consider how Augmented Reality (AR) mirrors help consumers choose cosmetics</li> <li>• Ask “Alexa, will you be recommending my products?”</li> </ul> <p><u>Chair:</u> Dr Barbara Brockway, Director, Personal Care, Applied DNA Sciences</p>
09:15 – 09:55	<p>Trends - Personalisation in all aspects of beauty</p> <p>Every aspect of our lives are now being personalised. It started simply with YOUR name on a product and has now evolved into "consumer designed experiences". We hear how the personalisation trend is gripping the beauty industry. You will learn more about:</p> <ul style="list-style-type: none"> <li>• The global interpretations of personalised beauty</li> <li>• Award winning approaches to personal care</li> <li>• Where this trend going next?</li> </ul> <p>Vivienne Rudd, Director of Global Innovation and Insight, Beauty &amp; Personal Care, Mintel</p>
09:55 – 10:40	<p>Keynote – Iconic global brands – The digital innovation revolution in beauty</p> <p>“If you can’t beat them, join them.” One of the most prestigious beauty brands discloses how they embraced the Digital Revolution and have developed blended reality to engage make-up audiences and build loyalty. You will learn how:</p> <ul style="list-style-type: none"> <li>• Purposeful personalised innovation has reinvented the retail experience</li> <li>• To formulate for today's game changing innovations and the formulation needs of future devices</li> <li>• Future digital innovation is building on the personalisation trend</li> </ul> <p>Deborah Pellen, Senior Director - Research &amp; Development, ex P&amp;G and Coty Richard Emmott, Head of Retail – Europe, attune UK Ltd.</p>
10:40 – 11:10	Coffee & networking break

11:10 – 11:40 The power and potential of the algorithm-beauty-interface (ABI) - Are we now formulating for the computer or the customer? Behind every smart digital beauty assistant there is an even smarter web code. Deep learning has enabled AI to estimate age and recommend products. With algorithms using the growing World Wide Web as their database, how will beauty products of the future be chosen for you? You can question the experts and discover:

- More about the algorithms managing beauty
- Should the industry be seeing the algorithm as its real customer?
- Just as high intent key words drive traffic to websites, can formulators include high intent ingredients and claims to win a greater market share?

Nidhima Kohli, Founder & CEO, Beauty Matching Engine

11:40 – 12:25 Personalisation using your Biology: Genomics + AI = The ultimate in bespoke beauty? DNA codes for our unique characteristics, so could the answer to personalised beauty reside in a simple DNA test? The practical aspects bringing DNA technology to the market place are considered. You will find out how DNA analysis, combined with artificial intelligence, is leading to the ultimate in bespoke beauty. You will discover that DNA has come of age and how:

- DNA-based skin analysis is already an 'in store experience'
- Genomics and AI enables personalized product recommendations
- Bioinformatics is being used to formulate bespoke beauty products
- Next Step in bespoke beauty: DNA combined with skin microbiome + epigenetic + RNA

Raya Khanin, Co-founder, LifeNome

12:25 – 12:45 Formulating the customer experience This high-level talk addresses the digital disruption of the beauty and skincare industry - and how to embrace the opportunities that come with change. Cosmetic brands could offer their customers more relevant products and services that could become fully personalised: not only the formulation but the entire customer experience across all products, services, messages and interactions. The following objectives will be covered:

- The possibilities of today's digital cosmetics business
- Formulate for entire customer experience
- Data-driven formulations
- Examples of a full digital approach with great customer intimacy
- A view into our future, to give you a sense of direction as well as some examples in other industries

Rogier van der Heide, Chief Strategist, Curiosity Group

12:45 – 14:00 Networking lunch

14:00 – 14:40 Autophagy - Personalisation & Skin Tone Nobel Prize winning science, autophagy, is being used in personalised beauty to optimise the efficacy of actives through circadian rhythms and as a mean to achieve lighter and more even skin tone.

Autophagy and Personalisation: Circadian Clock.

Dr. Jeong presents his research showing how inducing autophagy in skin cells shifts unbalanced circadian clocks back to normal (synchronisation), and that certain formulation (or active ingredients) should be applied to the skin at optimum times after the restoration of your normal circadian clock.

Autophagy and Skin Tone

Keedon Park presents the synergies between autophagy and other lightening actives that lead to better skin lightening.

Se Kyoo Jeong, Director & CTO, Incospharm Corporation

Keedon Park, Founder & CEO, Incospharm Corporation

14:40 – 15:00 Can devices enable unstable actives to be delivered? There are many actives that would offer significant consumer benefits (such as vitamin C) but which can't be reliably formulated into a cosmetic; can a point of use device solve this issue? In this session, we will learn about:

- Designing fully customising skin care devices today: Nu Skin's ageLOC Me
- Examples of unstable actives that could be delivered
- How future devices could transform the role of a formulator

Matt Herd, VP Consumer, Sagentia

Dr Barbara Brockway, Director, Personal Care, Applied DNA Sciences

15:00 – 15:20 Putting into practice, data driven, innovative skin care solutions With the advancing capability of data processing in this era, the answer to personalised skincare has never been filled with so many possibilities. UNISKIN will share their experience and thoughts on how they carry out an integrated approach to personalisation of skincare using molecular and cellular analysis and build it into a DTC (Direct-to-Consumer) experience.

- Multi-omics data - An integrated approach to skin analysis
- The results of analyzing skin remotely in China - not all populations are the same
- Picking the right products for you - How recommendations are being made now and in the future

Le Du, M.D., CEO and Founder, UNISKIN

- 15:20 – 15:40 Customized cannabinoids formulations: positive attributes of THC-Free CBD and CBN  
 Custom cannabinoid blends lead to the use and utility for personalized formulations. Proven uses include, antioxidant properties, tightening of the skin, shrinking of the capillaries, reducing redness, reducing inflammation, helping with sleep, anti-aging and healing.  
 Hemp derived cannabinoid formulations are quickly trending as a preferred ingredient in cosmetic formulations.
- Use of cannabinoid ingredients
  - Why cannabinoids are trending
  - Natural vs. Synthetic cannabinoids
  - Customized cannabinoid formulations

Tanya Griffin, COO, Lilu’s Garden, Ltd.

Kerry O’Hare, Director of Research & Formulations, Lilu’s Garden, Ltd.

Samantha Larson, Managing Director of Sales and Public Relations, Lilu’s Garden, Ltd.

15:40 – 16:10 Coffee & networking break

- 16:10 – 16:40 The cognitive behaviours that drive our desires and aspirations  
 To create the perfect product for desires and aspirations, it is necessary to know what we want. How well do we really know ourselves?
- Discover your unconscious preferences
  - Can your voice activated virtual assistant ever know us better than we know ourselves?
  - How to measure unconscious desires through neuromarketing techniques

Dr Eamon Fulcher, Director of R&D, Split Second Research

- 16:40 – 17:10 Designing anti-ageing formulas to meet the expectations of the trained AI – Summit experiment results  
 Formulating the products for this year’s summit Info-Tainment requires active materials that give instant measurable benefit. In this session you’ll find out how refractive materials give immediate measurable effects. The summit learns about:
- Visual grading (VG); image analysis (IA) to Artificial Intelligence (AI).
  - Explore historically how technology has evolved over the last 10 year; in skin Clinical research; consumer cloud based clinical research and consumer product recommendation with use of AI.

Raj Chibber, Founder and CEO, BrighTex Bio-Photonics LLC.

- 17:10 – 17:50 Expert Panel discussion on bringing creativity into personalisation  
 In this session we capture the needs of the fast expanding DIY personalisation market. With the algorithm feeding-frenzy on past and present data, the panel consider the different ways creativity can be brought into personalised beauty?

Chaired by: Jo Chidley, Founder, Beauty Kitchen

- 17:50 – 18:00 Closing remarks and sponsor's address

18:00 – 19:00 Drinks reception

## DAY 2 – AND PERSONALISED – Formulating for your consumer

Time	Session information
09:00 – 09:10	<p>Opening remarks            The second day starts with a glimpse into the future for personalised haircare. We discover if AI chose the best product for you in our personalised summit experiment.</p> <p><u>Chair:</u> Dr Barbara Brockway, Director, Personal Care, Applied DNA Sciences</p>
09:10 – 09:40	<p>Keynote – Exciting innovations in personalised haircare            What if we could create materials that respond to our individual needs and help us live better lives? Cloths that think, bandages that tell us when they need to be changed and hair colour that reflects your mood. We are:</p> <ul style="list-style-type: none"> <li>• Shown a glimpse into a possible personalised future</li> <li>• Wowed by the possibilities</li> </ul>

- Given the challenge to make it all happen

Lauren Bowker, Material Alchemist & Founder, The Unseen

- 09:40 – 10:20 Bespoke & Mass Customisation - How to make personalisation affordable?  
In this session we discuss the different approaches for formulating for personalised beauty concentrating on making affordable customised products.
- How make to personalisation affordable
  - Optimising best use of materials
  - Replacing emulsions with dispersions

Andrew Postles, Head of Technical and Manufacturing, Hampshire Cosmetics Ltd

10:20 – 10:50 Coffee & networking break

- 10:50 – 11:20 We are unique - personalised fragrances for all?  
At its ultimate conclusion personalisation means unique fragrances for everyone. But how can formulators achieve this? This level of personalisation is the height of luxury, experiential and deeply personal but is it doable or even desirable? Just how far can formulators go in creating customised fragranced products?
- We smell, interpret and communicate uniquely – a demonstration
  - The story so far: niche, custom design and fragrance robots
  - Mass customisation: a conundrum with exciting opportunities

Penny Williams, Creative Perfumer, Orchadia Solutions Ltd

- 11:20 – 11:50 The challenges for personalisation in haircare – formulating for all hair types  
The customised experience has come to haircare and is being delivered directly to consumers. Formulators working with adapted mixers that colour-print the pigment blends directly into containers, enable unique colour products, which are intended to be optimised for an individual's level of grey and colour resistance. We will discuss with respect to personalisation:
- Some of the factors to consider when formulating for haircare (shampoos and conditioners).
  - The difficulties which might be encountered when formulating for (especially oxidative) hair colour.

Dr Robert Hefford, Founder, Independent Cosmetic Advice Ltd

- 11:50 – 12:20 Innovation in customised colour cosmetics  
It is estimated that 94% women are using the wrong shade of foundation. This summer has seen global brands offering game changing services for make-up. They are using sophisticated technology to offer, for example, the ideal foundation shade for everyone. You will learn:
- More about formulating for the new generation of customised colour products
  - What the future has in store for personalised colour cosmetics

Claire Summers, Associate Lecturer, London College of Fashion

12:20 – 13:40 Networking lunch

- 13:40 – 14:10 Formulating for a healthy microbiome  
Our skin microbiome is variable and as individual as we are. It is an important part of skin function and like our skin cells, it will be compromised by external factors, such as, air pollution and UV. In this talk, you will learn about formulating in sympathy with the skin microbiome.
- How to maintain biodiversity and avoid dysbiosis
  - Better product efficacy through harnessing skin's microbiome
  - The latest thinking on the benefits of pre and probiotics

Dr Tom van den Bogert, Metagenomics Product Specialist, BaseClear BV Leiden

- 14:10 – 15:00 Formulating for personal ideals: Vegan, Halal, Plastic-Free etc.  
The challenge for formulating products for niche lifestyles, has become more mainstream. In this session, we discover how to overcome the problem of ensuring that formulas are suitable for individual beliefs. In this talk you will receive an overview of the requirements of the popular ideals.

Salahudeen Kara, Technical Manager, Halal Food Authority (HFA)

Denis Kovalyov, Co-Founder, My. Haircare

Rob Forgione, Co-Founder, My. Haircare

15:00 – 15:30 Coffee & networking break

- 15:30 – 15:50 Formulating for "freshly made", bespoke products, in-store & at home

We have seen Nespresso machines changing the world of hot beverages. Now the at-home beauty machines and mixing bars are trying to do the same for customised beauty. Could the future be formulating for freshly made and single-use capsules/pods made in on-the-spot machines?

- Could this be one answer to the preservatives crisis?
- Formulating concentrated products
- Satisfying the demand of variety

Rubén Rubiales, Founder & CEO, Lesielle

15:50 – 16:20

Regulatory and safety implications of bespoke beauty

Top industry experts highlight the regulatory and safety challenges caused by current approaches to personalisation, customisation and bespoke products. Experts will consider the questions of:

- Labelling and traceability
- Efficacy
- Challenge and safety

Dr Gerald Renner, Technical Regulatory Affairs Director, Cosmetics Europe

16:20 – 16:40

Closing remarks

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