



23 - 24 May 2024
Radisson Blu Mumbai
International Airport

4th Annual
BEAUTY & PERSONAL CARE
INNOVATIONS INDIA SUMMIT
— 2024 —

OVERVIEW

Beauty and personal care are the fastest-growing consumer products sectors in India. The market's largest segment is the personal care segment. It is estimated that India's beauty and personal care market is expected to grow at a CAGR of 9%, from USD 14-15 billion in 2017 to USD 22-23 billion in 2022 expected to become 30\$ billion by 2025.

The main reason for this strong growth is the generational shift with young consumers entering the market. At the same time, this change is reinforced by social media, internationality, and eCommerce, which have a lasting effect on buying behavior when it comes to beauty products, makeup, and skincare are viewed as vital lifestyle components.

The **Beauty & Personal Care Innovations India Summit 2024** is the largest dedicated B2B conference that provides a common platform for the industry and other stakeholders to come together to discuss the evolution of existing trends and highlighting rising trends, key challenges, learn from the best practices to ensure excellence adopted with a focus on regulatory updates, quality, and disruptive innovations.

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KEY TOPICS

01

Recent trends in green chemistry-
Personal care perspective

02

Regulatory landscape and compliance of the beauty & personal care industry in India including registration, Labelling & ingredients usage

03

Fragrances: A key enabler for building block for beauty and personal products

04

Critical beauty safety updates for consumer-inspired quality & rigorous testing

05

New age packaging strategy to boost brands

06

Effective claims & labelling with a commitment to sustainability & regulations

07

R&D in creating personal care products

WHO SHOULD ATTEND?

Functional Heads of:

Research & Development

New Product Development

Product Category

Supply Chain & Packaging

Regulatory Affairs, Government Affairs

Sustainability

Quality Control & Quality Assurance

Strategy, Marketing & Business Development

Sourcing & Procurement

Consumer insights

EXHIBITION, MEETING AND PROMOTION OPPORTUNITIES

Sponsoring or exhibiting at the **4th Annual Beauty and Personal Care Innovations India Summit 2024** is an excellent way to promote your business to a highly targeted group of key decision makers involved in beauty and personal care domain.

WHAT CAN SPONSORSHIP DO FOR YOU?

01

ENTER NEW MARKETS:

Exhibiting is one of the most cost-effective and time-efficient ways of opening up a window to a wide section of buyers.

02

UNVEIL NEW PRODUCTS OR SERVICES:

Draw attention to your products and brand by using this conference as a launch pad for new products or services

03

POSITION YOUR COMPANY'S BRAND:

Showcasing your company at leading industry events establishes your company, in the eyes of your prospect or existing client.

04

NEW SALES LEADS:

Only the most senior-level decision makers attend our conferences, connect with them in a pressure free, collaborative environment by showcasing your services either by exhibiting or taking part in the programme

05

BUILD CUSTOMER LOYALTY:

Face-to-face contact at conferences shows continued support of a market and helps you to develop client loyalty as well as cementing your position as a market leader.

06

BROKERING NEW BUSINESS PARTNERSHIPS:

Target your best prospects in a positive, collaborative environment where they are open to new ideas. Attendees are always looking for exciting new partnering opportunities. Our conferences offer you an ideal opportunity to make contact and future business.

WHY CHOOSE OUR EVENTS?

As conference experts, we know how best to utilize events to promote, develop and generate business for our clients. To find out more about how you can make the most of your participation at this event,

Contact: Karan Tandon, Senior Sales Director - Asia Pacific, **Phone:** +91 22 5002 3215 / +91 97696 48855,

Email: karan.tandon@inventicon.in

08:00 **Registration and coffee**

09:00 **Welcome note by Inventicon Business Intelligence**

09:05 **Opening remarks by the chairperson**

09:15 **Recent trends in green chemistry - Personal care perspective**

- Green chemistry evolution for a responsible personal care industry
- Innovations that can have holistic impact
- Challenges in the way of transition

09:45 **Developing and promoting sustainability in cosmetic industry**

- Bringing cosmetic innovation from design to development to post use phase throughout the lifecycle of the products is a key to support sustainability
- How sustainability is a source of opportunities for innovations
- Parameters of sustainability, pitfalls to avoid – its associated issues and challenges

10:15 **Regulatory updates: Regulatory landscape and compliance of the beauty & personal care industry in India including registration, Labelling & ingredients usage**

- Beauty/cosmetics regulations in India vs globally
- Challenges in harmonization with variation in regulatory demands and constantly changing framework
- Recent trends and developments in terms of how new evolution of skincare be regulated, what claims can be made by the brands, and how companies can get compliant

10:45 **Coffee break and networking**

11:15 **Panel Discussion: New ingredient approach & rising trends to address needs of today's consumers**



- Trends in new beauty acids and how to use them efficiently in beauty industry
- Focusing plant derived ingredients – like Salicylic acid, AHA, silica, vit E etc.
- Availability of multiple ingredients in the market and challenges in selecting right ones to develop right products
- Alignment with expectation of today's consumer

12:00 **Partner Session: New technological innovations in formulations and actives for the future of personal care**

12:30 **R&D in creating personal care products**

- Emerging trends on skin compatibility, biodegradability, reduced allergic potential
- Sustainability and renewability of raw materials
- Maximising use of natural and organic formula to deliver sensory experiences

13:00 **Lunch break**

14:00 **Panel Discussion: Decoding next level NPD across categories**



- New formats in across product categories that is shaping the future of the consumer experiences
- Optimized NPD processes to better-fit market evolution using new available technologies
- R&D in creating formulation
- Quality and compliance
- Reviving packaging with new product development progress
- Product validation

14:45 **Tech infused cosmetics: Leveraging data and AI and what could it mean to beauty industry**

- How Artificial Intelligence (AI) is transforming beauty & personal care market
- Increasing access to bottom of pyramid consumers by tech
- How does AI-powered dynamic personalization display the shopper's most preferred products
- Using Augmented Reality to let customers virtually "try on" items before purchasing them

15:15 **Coffee break and networking**

15:45 **Fireside Chat: Fragrances: A key enabler for building block for beauty and personal products**



- Designing clean fragrances with technology
- Latest product format where fragrance can be a differentiator focusing ingredients benefits
- Infusing ingredients benefits with perfumes to deliver sensorial experiences
- Approach in developments of fragrance oriented beauty and personal care products

16:15 **Redefining hair colour category: Approaches to address key consumer cohorts**

- Hair colour trends that is shaping the preference of today's consumers
- Disrupting hair colour category with innovation
- Challenges involved in transforming science of ingredients and formulations in new age hair colour format

16:45 **Group photograph and end of day one** 

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08:15 **Registration and coffee**

09:15 **Redefining ayurveda for millennials**

- The evolution of the category: local to global
- Innovation in traditional formulations and ingredients
- Personalisation basis body constitution
- Is customization driving the growth of India's ayurveda industry

09:45 **Customization to personalization: Integration of trending ingredients, technology & data to create personalized beauty experiences for customized skincare, haircare, colour cosmetics**

- How smart technologies making beauty personalized
- Customization to personalization in beauty
- Imbibing trending ingredients utilizing consumer's need and preferences
- Advantages and disadvantages of personalization

10:15 **How new-age brands evolving oral care category**

- Current issues in oral care and new trends
- Whitening concepts through clean and toxin-free ingredients
- Challenges in formulating new age oral care products
- R&D application in current trends

10:45 **Coffee break and networking**

11:15 **Panel Discussion: Boost in D2C category: New age beauty brands scaling up and going globally**



- D2C brands disrupting innovations and scaling to go global
- Contribution of D2C brands in bringing new approach in beauty & personal care
- R&D approach of D2C brands in offering best quality to consumer's
- Packaging for D2C brands while scaling for global market

12:00 **Critical beauty safety updates for consumer-inspired quality & rigorous testing**

- Building transparency and ingredient safety into the DNA of the cosmetic product
- Ingredients analysis for testing of cosmetics substances and their safety evaluation
- Critical role of maintaining rigorous quality standards and driving innovation
- Discover essential quality control practices for cosmetic manufacturers to ensure product safety and ensure excellence

12:30 **Growing preference for anti-aging skincare products**

- Addressing shifting consumer preferences with advancements in technology
- Highlighting aspects of anti-aging ingredients and actives
- Future and trends in producing anti wrinkle products

13:00 **Lunch break**

14:00 **Panel Discussion: New age packaging strategy to boost brands**



- Sustainable packaging which has recycled materials with successful use of PCR plastics in packaging
- Is paper packaging the right choice for replacing plastics? What more can be done?
- Trends in digital printing and reshaping packaging content management
- Personalization of packaging using examples of cross industries

14:45 **Leveraging innovation while constructing male grooming products**

- Consumer trends in men's shaving as largest category of men's grooming
- Innovation in brand, formulation, ingredient, and packaging in the category
- Identifying more space for male consumer needs for innovation and solving the need
- Challenges and opportunities for innovation

15:15 **Coffee break and networking**

15:45 **Fireside Chat: Evolving trends in colour cosmetics market**



- Cosmetics brands leveraging ingredients list to democratise personalized offerings through mass customized products
- Demand for natural and ayurvedic cosmetics is on the rise with skincare approach
- Claims and clean label approach
- Challenges in R&D of colour cosmetics

16:15 **Effective claims & labelling with a commitment to sustainability & regulations**

- Demystifying personal care certifications and claims
- Driving sustainability goals and initiatives through brands with effective claims
- Beauty claims - Myths, facts & innovation

16:45 **End of conference**

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BUSINESS INTELLIGENCE

Inventicon stands for Industries + Events + Ideas + Concepts. Inventicon Business Intelligence is the end result of a decade long effort by the founders in the space of business information. We develop sector focused informational conferences and training workshops. Our conferences revolve around current scenarios and opportunities in the global market place and provide timely opportunities for solution providers to meet their target market and for end users to take back key learning and experiences. Our events act as a point of convergence for senior industry professionals who strive for innovation, strategy and commercial drive. Delegates can expect to hear from industry's best practitioners, get in direct contact with regulators and stimulate high level discussions with peers. The training portfolio is dedicated to developing skill sets around complex workplace and functional issues as they need constant honing. Our in-house training offerings are particularly useful for companies who prefer a customized agenda.

The bespoke events portfolio aims at crisp round table discussions involving a targeted group of end users in a multi-city format. In true sense, we aspire to disseminate critical business intelligence to the rapidly growing corporate and institutional world in the country and not limited to a specific sector.

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OUR OFFICES

CORPORATE OFFICE:

Inventicon Business Intelligence Pvt. Ltd.

Unit No 6B 118, Raheja Platinum, Off Andheri – Kurla Road, Sag Baug Road, Marol,
Andheri (East), Mumbai - 400059, Maharashtra, India Phone: +91 22 5002 3215

INDIA REGIONAL OFFICE:

Inventicon Business Intelligence Pvt. Ltd.

Level 8, Suyog Platinum Towers, Off Mangaldas Road, 1 Naylor Road, Near Hotel Conrad,
Pune - 411001, Maharashtra, India
Phone: +91 20 6648 7532

ASIA PACIFIC OFFICE:

Inventicon Conferences Pte. Ltd.

30 Cecil Street, #19-08, Prudential Towers, Singapore 049712.
Phone: +65 6589 8830