

Day One - 1st October 2018

- 12.00 - 12.30 **Essential Luxuries – Naturally**
Creating natural products that bring a luxurious sensual experience to the beauty routine.
- 12.45 - 13.15 **Certifications to communicate your brand values**
Certification allows consumers to make a conscious choice and helps the brand to put under the spotlight the way they create their products.
- 13.15 - 14.15 **Break**
- 14.15 - 14.45 **Trending delivery systems for enhanced skin interaction**
- 15.00 - 15.30 **Megatrends shaping the cosmetic industry**
The world is evolving fast and technology has drastically increased access to innovation. Therefore, identifying emerging trends is a key factor for success in consumer markets
- 15.45 - 16.15 **The concept of Ayurveda based Cosmetics –**
Increasing interest worldwide on natural, herbal and safe products have brought the spotlight on Ayurveda based Cosmetics. Beauty management and healing in Ayurveda rely on freeing the body of ama (toxins), restoring cellular nutrition, facilitating complete elimination and re-establishing the balance of the doshas. So what? Need more meat to this so reader gets value
- 16.30 - 17.00 **Contract manufacturing – challenges in a changing landscape**
Launching a product is a daunting task involving multiple challenges. Contract manufacturers help companies to focus on their core competencies while they serve as subject matter experts thus saving time and costs.

Day Two- 2nd October 2018

12.00 - 12.30

Mitigating packaging damage in the supply chain

Products are transported from the factory thorough multiple distribution centers to retail shelves exposing them to risks of damage. Each component of the supply chain—package design, manufacturing, transportation, warehousing/distribution, retail support, retail operations and Mother Nature herself can be a source of damage. This presentation will discuss the extent of the problem, the reasons and possible solutions.

12.45 - 13.15

Balancing form and function

There is both an art and science to successful packaging. Truly effective product packaging design takes into account both the functionality needed and the form that will facilitate that functionality and provide strong brand messaging that resonates with consumers.

13.15 - 14.15

Break

14.15 - 14.45
development

Quick guide to label selection: the icing on the cake for product

Alongside packaging, labels are a prime marketing tool to boost the shelf visibility of cosmetic and skin care products. Vibrant colors, special shapes, frosted finishes, elegant clear labels, all create a visual impact that lends itself to their eye appeal. Using suitable material for the labels, durability of labels is equally important.

15.00 – 15.30

Bar codes – omnipresent element in the modern world

Barcodes are imperative to track inventory seamlessly within organisations, to sell to stockists who use inventory management software and electronic POS ,large retailers ,e-commerce, fulfillment services (*like Amazon*), distributors, or other third party operations that will handle your product. It is extremely important for traceability especially at a time when spurious products are being sold across the globe. This presentation will detail recent advances in Bar Code Technology besides highlighting its omnipresence across the sales cycle.

15.45 – 16.15
World

Advertising cosmetics responsibly: why it matters more in a Fake News

Advertising is a key component of the interaction between the cosmetics and personal care industry and consumers. It conveys information about new products, how they work, who they are for and how best to use them. It is essential that consumers are able to make informed choices in full knowledge and that cosmetics manufacturers are transparent and responsible in their marketing communications. This session will discuss this issue, especially with regard to India.

16.30 - 17.00

Thinking eco - responsible packaging

Environmentally responsible packaging and practices continue to evolve in light of a new generation of consumers, startups, young CEOs, material advances, increasing regulations, environmental concerns. The corporate budget is a concern too! Outlining these issues will be the objective of this session.