

CME ACS NY Luncheon/Webcast • Thu February 7, 2019 • Penn Club

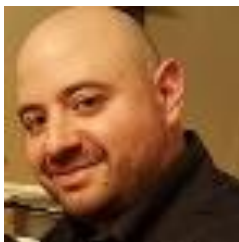
Abstract

The fascinating personal care product market is expected to reach USD 650 billion globally by 2024 and is growing due to rising awareness of health and hygiene as well as scientific advancements. There are 4 highly notable trends occurring in the personal care space: Sustainability, Beauty within, Holistic microbiome, and Customized / Personalized beauty on demand.

Ingredients, sourcing and even packaging are becoming important to consumers. Driven by the sustainable movement in the food world, the personal care space is starting to mirror this trend with younger consumers placing growing importance on sustainable supply chains, traceability, and generally, trust in a product, trust in a company.

Consumers are starting to realize that beauty doesn't start and stop with what they put on their bodies, but what they put into their bodies. The microbiome, gut and skin alike has been one of the hottest topics in Personal Care. Scientific advances in data analysis and AI are rapidly bridging our understanding of how genes translate into microbiome chemistry and how that chemistry can promote "a better you." Lastly, personalization or customizable beauty is a trend that continues to rapidly evolve through technological discoveries and the added luxury that consumers consider worth a premium.

Join us on February 7 to learn what trends will help shape the face of Personal Care Innovation for the coming years.



ESTÉE LAUDER

Jaime Ferreira is Executive R&D Director at Estée Lauder since April 2016. Previously, he led advanced research teams focused on business and product development needs at PDI, Takasago International (USA) and the Ungerer & Company. He holds a PhD in Chemistry from Seton Hall University. He is a Member of the American Chemical Society and the Biophysical Society.

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Auroni Majumdar, Director of R&D Strategy and Technology Scouting at International Flavors & Fragrances' Taste, Scent, and Nutrition businesses. 10 years at PepsiCo working across their world-leading food and beverage brands. Led R&D platform for Starbucks Ready-to-Drink. BE in Biomedical Engineering and a MS in Innovation Management from Stevens Institute of Technology.

Event Schedule**Location:**Penn Club
30 W 44th Street, NYC**Event Times:** (ET)

11:15 am - 12:00 noon

Registration and
Networking

12 noon - 1 pm Luncheon

1 pm - 2 pm Talk - Webcast

Luncheon Fees

\$120 for non-members

\$90 for members

Check for Early-bird savings

Webcast : \$30. Free webcast
recording for ACS members**ACS New York Section
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