

INNOCOS SUMMIT MIAMI 2027

The Category Merged. Most Brands Haven't Noticed.

Beauty · Wellness · Aesthetics · Longevity — One Consumer, One Market

Miami Beach • February 10–12, 2027 • [Venue TBC]

Beauty, wellness, aesthetics and longevity used to be four industries. To the consumer, they're already one, she layers a ritual with a supplement, a serum with a diagnostic, a wellness habit with a clinical protocol, and decides what actually works in the treatment room, not at the shelf. She's living in the merged category; most brands are still selling to the old map. For three days in Miami, INNOCOS gathers the founders, executives, investors and clinicians who've noticed — and are building for the consumer who already crossed over. Beauty sets the aspiration, wellness the daily behaviour, aesthetics and longevity the measurable outcome. The brands that win her aren't the ones with the best language for the convergence — they're the ones who can prove they're already part of it.

Why this matters now

In the US, the shift is no longer a forecast; it is the market. Private equity is paying aesthetics-skincare multiples that beauty rarely sees, recent professional-skincare deals have closed at roughly half a billion dollars, and the smart money is betting that the intersection of skincare, aesthetics and longevity has the most room left to grow.

At the centre is a single, high-value buyer. Industry research puts roughly 15 million Americans in the “optimizer” segment, spending around \$3,000 a year across the beauty ecosystem and acting as the earliest adopters of aesthetic treatments and longevity products. She trusts what a practitioner recommends in the room far more than what an algorithm serves her. Most consumer brands have not figured out how to be present in that moment.

As one of the operators driving this consolidation put it, this is not a trend; it is a fundamental shift. Consumers now read the difference between performance-driven products and everything else, and they are gravitating toward technologies that deliver measurable outcomes. The brands that lead Miami's conversation will not be the ones that simply borrow the language of aesthetics and longevity. They will be the ones who earn the clinic's recommendation, prove their claims, and meet the optimizer where her trust is highest.

Summit structure at a glance

Day	Focus	Audience Priority
Feb 10 · Wed	Welcome & First Connections — The Optimizer Edition	All attendees
Feb 11 · Thu	Brand Strategy • Commercial Models • Beauty × Wellness × Aesthetics Convergence • The Optimizer Consumer	Founders, CMOs, Investors, Executives
Feb 12 · Fri	Aesthetics • Wellness & Daily Protocol • Longevity Clinics • Diagnostics • CHOICE Awards Winners	Founders, Clinicians, Retailers, Investors, Executives

DAY 1 · WEDNESDAY, FEBRUARY 10 *Welcome & First Connections*

The opening evening exists to set up everything that follows: curated, intentional, and engineered for the conversations that turn into partnerships.

BLOCK 1 · ARRIVAL & WELCOME — *Invited brands, clinics and partners.*

18:00 – 19:30 Welcome Drinks: The Optimizer Edition

Welcome Reception · Hosted by INNOCOS

- Functional cocktails, adaptogenic mocktails and low-alcohol options designed for energy and focus
- Tasting and ingredient stations from next-generation longevity and aesthetics-adjacent brands
- Curated introductions across the beauty, wellness, clinic and investment communities
- Experience Lab preview: early access to the live demonstration and diagnostics space

DAY 2 · THURSDAY, FEBRUARY 11 *Brand Strategy, Commercial Models & The Optimizer Consumer*

Built for brand founders, innovation leaders, executives and investors. Tightly programmed blocks covering the strategy, the consumer, the business models, and the capital flowing into the beauty-aesthetics intersection.

BLOCK 2 · MORNING ACTIVATION & EXPERIENCE LAB OPEN

07:00 – 07:30 Morning Reset: Movement, Mobility & Breath

Movement Session · Optional · Wellness as performance, not decoration

- Guided mobility, posture and breath-led movement to arrive energised, not caffeinated

08:00 – 18:30 Experience Lab: Try the Future of Beauty, Wellness & Longevity

Interactive Demonstration & Diagnostics Space · Accessible during all networking breaks and lunch · Inviting: Shark Beauty | Neko Health | Prenuvo | Therabody | Medicube | Nutrafol

- A hands-on space to experience the merged category, not just view it — featuring:
- Live red light sessions
- AI skin scans
- Recovery technologies
- Diagnostics
- Wearables
- Protocol demonstrations

BLOCK 3 · THE GREAT CONVERGENCE: BEAUTY, WELLNESS, AESTHETICS & LONGEVITY (09:00 – 10:30) —

Setting the stage: what is changing, why the US leads it, and what brands must understand to compete.

09:00 – 09:20 The New Rules: When Beauty, Wellness and Aesthetics Become One Market

Opening Remarks · INNOCOS Founder

- Why the categories your brand was built around are collapsing into a single consumer journey
- Why the US is where this convergence is moving fastest, and what that means for global brands
- The summit's central questions: proof, trust, the professional channel, and reaching the optimizer where she decides

09:20 – 09:50 The Optimizer Economy: The 15 Million Consumers Who Decide in the Treatment Room

Opening Keynote · Inviting: Boston Consulting Group | Circana | Euromonitor International

- Who the optimizer is, what she spends, and why she adopts aesthetic treatments and longevity products first
- Why practitioner recommendation now outranks paid acquisition for this buyer
- What it takes for a consumer brand to be present in the moment of highest trust

09:50 – 10:30 The \$460M Signal: What Aesthetics M&A Is Telling Every Beauty Brand

Panel · Inviting: Waldencast | L Catterton | TSG Consumer Partners | Bansk Group

- Why investors are paying aesthetics-skincare multiples that mainstream beauty rarely commands
- How physician-dispensed credibility and clinical evidence are repriced as brand value
- What founders should read from recent deals when building toward an exit

10:30 – 11:00 Morning Break & Experience Lab Access · 30 minutes

BLOCK 4 · BRAND EQUITY & THE PROFESSIONAL CHANNEL (11:00 – 12:40) — *What an aesthetics-credible beauty brand actually is, and what it is not.*

11:00 – 11:20 Beyond the Shelf: When Consumer Brands Move Into Aesthetics

Presentation · Inviting: L'Oréal Groupe | Galderma | Medicube (APR Co.)

- How leading beauty houses are buying into injectables, devices and medical aesthetics, and the strategic logic behind it

11:20 – 11:40 Building a Brand the Clinic Will Recommend

Presentation · Inviting: Leah Garcia, Founder & CEO, NULASTIN | La Roche-Posay | CeraVe

- Why doctors recommend on performance and clinical proof, not social virality
- The credibility, evidence and education a brand needs to earn a place in the practice
- Where founders overspend, and what practitioners actually evaluate before they recommend

11:40 – 12:00 Longevity vs Aesthetics vs Anti-Ageing: Strategic Reset or Semantic Drift? 11:40–12:00 · Biology Before Beauty: How Biotechnology Creates New Categories

Keynote · Confirmed: Suveen Sahib, Co-Founder & CEO, K18 | Tatcha (Longevity franchise)

Translating complex scientific research into a compelling consumer proposition, building a category around patented technology, and exploring how biology-led innovation could reshape the future of beauty.

12:00 – 12:40 Retail, DTC or Clinic: Where Does Profitable Growth Actually Come From?

Panel · Inviting: Sephora | Ulta Beauty | Anua | Amika | Kérastase | a leading US medspa group

- The honest channel audit once paid-acquisition noise is stripped out, and where the professional channel changes the maths

12:40 – 14:00 Hosted Lunch & Access to the Experience Lab

BLOCK 5 · THE NEW BEAUTY STACK (14:00 – 15:30) — *The summit's signature working session, live and on the record — and the clearest proof that the four categories are now one stack.*

14:00 – 15:30 The New Beauty Stack: What Will Every Consumer Use by 2030?

Interactive Workshop · All attendees participate · Table leads inviting: Function Health (diagnostics) | Nutrafol (supplements) | Peach & Lily (skincare) | Galderma (injectables) | Oura (wearables) | Shark Beauty (AI & devices)

- A live, structured debate on the layers every optimizer will combine by 2030 — and which ones brands should own, partner on, or leave alone
- The stack under examination: diagnostics | supplements | skincare | injectables | wearables | AI | longevity protocols
- Each table maps one layer: where the real consumer value sits, who controls the margin, and what brands get wrong about it today
- Results synthesised live and shared with all attendees

15:30 – 16:00 Afternoon Break & Experience Lab Access · 30 minutes

BLOCK 6 · COMMERCIAL STRATEGY, GROWTH & INVESTMENT FLOW (16:00 – 18:00) — *From building the brand to building the business: scale, channel, capital and the founder stories behind the newest brands.*

16:00 – 16:25 Speed vs Precision: How Fast Should You Scale Into Aesthetics?

Presentation · Inviting: Procter & Gamble Beauty | The Estée Lauder Companies | Puig

- Where speed wins markets, and where it destroys margin, credibility or clinical integrity

16:25 – 16:55 Exit Reality Check: What Makes an Aesthetics-Beauty Brand Worth Buying

Panel · Inviting: Rhode (e.l.f. Beauty) | Byoma (Bansk Group) | Saltair (TSG Consumer) | Raymond James / Jefferies, M&A advisory

- What signals investors lean into, what kills a deal even when growth looks good, and whether longevity is a real value driver or a narrative

16:55 – 18:00 Founder Spotlight: The New Brands Being Built Right Now

Founder Spotlight · 65 minutes · Five early-stage founders, twelve minutes each · Inviting: InnBeauty Project | Dibs Beauty | three further emerging founders by open call

- Successive on-the-record stories from the founders of new and emerging brands: the numbers, the mistakes, the inflexion points and the decisions being made right now
- Reserved for early-stage and challenger brands, not established houses — the businesses this room has not yet heard from

BLOCK 7 · BEAUTY & LONGEVITY CHOICE AWARDS (Evening) — *The reason Miami matters: where the winners are revealed.*

19:00 – 22:00 Beauty & Longevity CHOICE Awards Gala Dinner

Awards Ceremony & Dinner · Presented by INNOCOS · Scientist- and doctor-led evaluation of science-backed products

- Innovation of the Year
- Scientific Translation Award
- Rising Founder Recognition
- Top Clinics Award
- Most Promising Device / Formulation Platform
- Audience Choice Award

DAY 3 · FRIDAY, FEBRUARY 12 *Aesthetics · Wellness · Longevity Clinics · Diagnostics · CHOICE Awards*

The authority day. Built for founders, clinicians, retailers, investors and executives who need the aesthetics, the care model, the science and the data layer in one place, closing with the Beauty & Longevity CHOICE Awards.

07:30 – 08:00 Sunrise Experience: Breathwork & Meditation — the Daily Protocol, Not the Garnish

Facilitated by a longevity wellness practitioner

- A gentle outdoor reset on the water — down-regulation as measurable practice, the daily-behaviour pillar in action before the final day's conversations

BLOCK 8 · THE CLINIC AS THE NEW SOURCE OF TRUST: AESTHETICS, WELLNESS & LONGEVITY UNDER ONE ROOF (09:00 – 10:50) — *The fastest-moving, highest-trust channel in the category, translated for commercial teams.*

09:00 – 09:10 Opening Remarks from the Chair

09:10 – 09:40 From Aesthetic Medicine to Longevity Medicine: Why Clinics Are Becoming the New Source of Trust

Panel · Inviting: Fountain Life (Miami) | Next Health | Human Longevity | Hall Longevity Clinic, Miami Beach

- The shift from fixing visible signs of ageing to addressing the biological drivers behind them
- Why consumers increasingly trust clinics over traditional beauty and wellness marketing
- How luxury longevity clinics integrate diagnostics, recovery, nutrition, aesthetics and preventive care
- The decision process a clinic runs before recommending a product, device, supplement or protocol
- Where the line sits between education, partnership and commercialisation

09:40 – 10:05 The Injectables Inflection: How Devices and Procedures Double a Brand's Addressable Market

Presentation · Inviting: Allergan Aesthetics (AbbVie) | Galderma | Merz Aesthetics | InMode / Sofwave, energy devices

- How a procedure or device adjacency expands what a beauty brand can credibly sell
- The professional outlets, dermatology and aesthetics practices that now act as launchpads
- What it takes to move from skincare credibility into the treatment room responsibly

10:05 – 10:30 Clinical Proof as Competitive Advantage: Gold Standard or Marketing Tool?

Presentation · Inviting: Byoma | The Ordinary (DECIEM) | RoC Skincare

- What serious substantiation now looks like, and where studies are doing work for the marketing deck rather than the consumer

10:30 – 10:50 The Rise of Hybrid Models: Clinic × Brand Ecosystems

Panel · Inviting: Fountain Life | Next Health | Peach & Lily | Nutrafol

- Co-created protocols where clinic and brand share outcomes, data and margin, and exactly where the model breaks

10:50 – 11:20 Morning Break & Experience Lab Access · 30 minutes

BLOCK 9 · THE DATA LAYER, WOMEN'S HEALTHSPAN & THE DAILY PROTOCOL (11:20 – 13:25) — *Where measurement, female physiology and the daily protocol become real commercial opportunity.*

11:20 – 11:45 The Diagnostics Layer: Can Longevity in Aesthetics Actually Be Measured?

Panel / Presentation · Inviting: Neko Health | Function Health | Penuvo | TruDiagnostic, epigenetic clocks | Epigenetic clocks, biomarkers and AI skin diagnostics, and what is real today versus hype

- How diagnostics are reshaping personalisation, claims and consumer trust
- Why measurable outcomes are becoming the price of entry for premium aesthetics and longevity products

11:45 – 12:10 The Female Healthspan Playbook: White Space at the Intersection of Beauty, Aesthetics and Women's Health

Panel / Presentation · Inviting: Midi Health | Alloy Women's Health | Elektra Health | Bayer Consumer Health

- Where the commercial white space sits across the female life-stage map, and which stages are already crowded
- Translating female-physiology science into product architecture, dosing and defensible claims
- The honest gap between the femtech investor narrative and what women actually buy, repurchase and recommend

12:10 – 12:35 The Wellness Reckoning: Which Rituals Survive Contact With the Data?

Panel / Presentation · Inviting: Nutrafol | Timeline (Mitopure) | IM8 | AG1 | Therabody

- Supplements, ingestibles, recovery, sleep, light and cold — which daily protocols hold up under substantiation, and which are subscriptions with good branding
- Why the optimizer's everyday ritual, not only her clinic visit, is where repeat revenue and loyalty are actually won
- Translating wellness claims into the same evidence standard the clinic already demands — the price of entry for the merged category

12:35 – 13:00 Protocols, Not Products: How Consumers Actually Build Their Daily Longevity Routine

Panel / Presentation · Inviting: Oura | WHOOP | Function Health | Shark Beauty

- Morning versus evening routines, and how the optimizer sequences them across the day
- Layering devices, skincare and supplements into a routine she will actually keep
- Adherence: why most protocols fail at the follow-through, not the purchase
- AI coaching, and the shift from product recommendation to routine guidance
- Where brands should collaborate rather than compete for a share of the daily protocol

13:00 – 13:25 From Curiosity to Category Leadership

Closing Remarks · INNOCOS Founder

- Turning insight into action, and interest in aesthetics and longevity into real businesses
- What INNOCOS is building next, and how attendees can be part of it

End of the summit

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Draft agenda v7 — subject to final speaker confirmation. All companies listed are invitation targets, not confirmed speakers. For partnerships and speaker enquiries, contact the INNOCOS team directly.