INNOCOS SUMMIT MIAMI 2027

Where Longevity Meets Aesthetics

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

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

Aesthetics is becoming longevity medicine. Be in the room where it's shaped.

Who: Founders, brand leaders, clinicians and investors building at the intersection of longevity and aesthetics.

What: 3 days in Miami on the science, the clinic and the business of longevity aesthetics: from the hallmarks of skin ageing and understanding consumer choices to what investors pay for.

Why attend: Leave knowing what's proven, what's next and who to partner with.

Beauty, wellness, aesthetics and longevity used to be 4 industries. To the consumer, they're already one, and she decides what works in the treatment room, not at the shelf. For three days in Miami, INNOCOS brings together the founders, executives, investors and clinicians shaping what comes next.

Why this matters now

- The shift is already the market: private equity is paying aesthetics-skincare multiples that beauty rarely sees, and recent professional-skincare deals have closed at roughly half a billion dollars.
- One high-value buyer: about 15 million US "optimizers" spend around $3,000 a year and are the earliest adopters of aesthetic treatments and longevity products.
- Trust sits in the clinic: she trusts what a practitioner recommends far more than what an algorithm serves her, and most brands aren't present at that moment.
- Proof wins: the brands that lead will be the ones that earn the clinic's recommendation, prove their claims and deliver measurable outcomes.

Summit structure at a glance

Day	Focus	Audience Priority
Feb 10 · Wed	Welcome & First Connections: Longevity in the Bottle	All attendees
Feb 11 · Thu	The Great Convergence • Where the Science Stands • The New Beauty Stack • From Promise to Measure • Mastering Commercial Strategy & Channels • CHOICE Awards Gala	Founders, CMOs, Investors, Executives
Feb 12 · Fri	The Clinic as the New Longevity Hub • The Future Business of Longevity Aesthetics	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: Longevity in the Bottle**

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 *Science, Brand Strategy and Commercial Models*

Morning starts with the shifts rewriting aesthetics and the science of what reverses skin ageing. The afternoon tests the proof, then follows the money: how brands get found, sold and funded. The night ends at the CHOICE Awards.

07:00 – 07:30 **Morning Reset: Movement & Breath (optional)**

Wellness · Inviting: a longevity wellness practitioner

- **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 2 · THE GREAT CONVERGENCE: WELLNESS, LONGEVITY AND HEALTH AS A NEW WORLD

09:00 – 09:15 **The New Rules: Wellness, Longevity, Health and Aesthetics Have Become One Market**

Opening Remarks · INNOCOS Founder

- **The summit's central question: what does it take to move from correcting ageing to preventing it?**

09:15 – 09:35 **Aesthetics by the Numbers: Where the Growth Really Is**

Presentation · Inviting: McKinsey | Euromonitor | an aesthetics market analyst

- **The hard numbers on aesthetics and longevity: market size, the fastest-growing treatments and categories, who is spending, and where the next growth will come from**

09:35 – 10:05 **The Shifts Rewriting Aesthetics and What to Do Next**

Opening Keynote · Flemming Ørnskov, M.D., CEO, Galderma

- **GLP-1, earlier prevention, regeneration over volume and more: each shift, and the action it calls for**

10:05 – 10:35 Morning Break & Experience Lab · 30 minutes

BLOCK 3 · WHERE THE SCIENCE STANDS

10:35 – 11:05 **The Hallmarks of Skin Ageing and What Actually Works on Each**

Science Keynote · Inviting: Buck Institute | a Harvard or Stanford ageing lab

- **Every hallmark, from senescence and inflammaging to matrix loss and stem-cell exhaustion, matched to the interventions with real human evidence, ranked live**

11:05 – 11:25 **Biology Before Beauty: How Biotechnology Creates New Categories**

Keynote · Confirmed: Suveen Sahib, Co-Founder & CEO, K18

11:25 – 11:45 **Grey Hair: How Close Are We to a Cure?**

Science Talk · Dr. Yaron Fuchs, Co-Founder & CTO, Elixrbio

- **Stem cells, cell death and pigment loss: what science now understands, what's in development, and how far we are from a real solution**

11:45 – 12:15 **Rebuilding the Matrix: Elastin, Collagen and Biostimulators**

Panel · Leah Garcia, Founder & CEO, NULASTIN | Inviting: Galderma (Sculptra) | Merz (Radiesse)

- **What topicals can regenerate, what needs a needle, and where the evidence stops**

12:15 – 13:30 Lunch & Experience Lab

BLOCK 4 · THE NEW BEAUTY STACK (13:30 – 14:50) | *The summit's signature working session, live and on the record, and the clearest proof that the four categories are now one stack.*

13:30 – 14:30 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**

14:30 – 14:50 Reclaiming Human Agency: Designing Science-Backed Products That Empower, Not Overwhelm

Presentation · Kate Meltzer, Global Head of Growth Strategy & Innovation, Kenvue

- **Translating complex science into clear, meaningful consumer choices**
- **Designing products and experiences that build confidence, support everyday decisions and reduce overwhelm**
- **Helping consumers navigate the expanding beauty, wellness and longevity stack through credible evidence and practical guidance**

BLOCK 5 · NEW CATEGORY RULE: FROM PROMISE TO MEASURE

14:50 – 15:20 Can Skin Age Be Measured? Epigenetic Clocks, Biomarkers and AI Imaging

Panel · Inviting: TruDiagnostic | Neko Health | an AI skin-diagnostics company

- **What works today, what is hype, and what will count as a trial endpoint**

15:20 – 15:50 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**

15:50 – 16:10 Afternoon Break · 20 minutes

BLOCK 6 · MASTERING COMMERCIAL STRATEGY & CHANNELS

16:10 – 16:40 Retail, DTC or Clinic: Where Does Profitable Growth Come From?

Panel · Inviting: Sephora or Ulta Beauty | Eva Alexandridis, Founder, 111Skin | a DTC longevity-skincare brand

- **An honest channel audit once paid acquisition is stripped out, and where the clinic channel changes the maths**

16:40 – 17:00 The Amazon Question: Can a Clinic-Credible Brand Win the Everything Store?

Presentation · Inviting: TBC

- **Protecting price integrity and the professional channel, and how clinical claims can convert within compliance rules**

17:00 – 17:20 How She Finds You: Mapping Discovery in Longevity Aesthetics

Presentation · Inviting: a consumer-insights firm (e.g. Spate, NielsenIQ) | a clinic chain's head of marketing

- **Where the journey really starts (TikTok, AI search, a friend, the clinic chair) and what makes her book or buy**

17:20 – 17:40 The $460M Signal: What Aesthetics M&A Is Telling Every Beauty Brand?

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

Confirmed: Andrew Stanleick, MD and Operation Partner, Sekhmet Ventures

- **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**

17:40 – 18:40 **Founder Spotlight: The New Brands Being Built Right Now**

Founder Spotlight · 60 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**

18:40 – 19:00 Transfer to the CHOICE Awards Gala

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 jury

- **Innovation of the Year**
- **Scientific Translation**
- **Top Longevity Clinic**
- **Device / Regenerative Platform**
- **Rising Founder**
- **Audience Choice**

DAY 3 · FRIDAY, FEBRUARY 12 *The Clinic & the Business*

This day covers how longevity aesthetics is delivered in the treatment room and at home, and who pays for it. It ends with the 2030 forecast and a look at the clinic of the future.

07:30 – 08:00 **Sunrise Breathwork on the Water (optional)**

Wellness · Inviting: a longevity wellness practitioner

BLOCK 8 · THE CLINIC AS THE NEW LONGEVITY HUB

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

09:10 – 09:40 **The 2027 Clinic Menu: What's In, What Got Dropped**

Panel · Inviting: Dawn Mussallem, DO, Chief Medical Officer, Fountain Life | Next Health | Hall Longevity Clinic, Miami Beach

- **Three clinic founders show their real treatment menus, their top sellers and what they stopped offering**

09:40 – 10:00 **From Correction to Prevention: Injectables and Devices in Longevity Protocols**

Keynote · Inviting: Allergan Aesthetics (AbbVie) | Merz Aesthetics

- **Earlier patients, maintenance models, and tissue quality over volume**

10:00 – 10:30 **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. That is the price of entry for the merged category**

10:30 – 10:50 **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**

10:50 – 11:10 Morning Break · 20 minutes

BLOCK 9 · THE FUTURE BUSINESS OF LONGEVITY AESTHETICS

11:10 – 11:40 **Future Forecast: The Longevity Aesthetics Protocol 2030**

Interactive Forecast · Table leads inviting: injectables (Galderma) | energy devices (InMode / Sofwave) | regenerative | topicals | diagnostics (Function Health) | light & home devices

- **A fast round where six tables each rate one layer as proven, close or hype**

11:40 – 12:00 **Protocols, Not Products: How Consumers Actually Build Their Daily Longevity Routine**

Panel · Confirmed: Paul Du Bois, Head of Partnerships, Light Tree Technologies | Inviting: Alicia Yoon, Founder & CEO, Peach & Lily | Holly Shelton, Chief Product Officer, Oura | Shizu Okusa, Founder & CEO, Apothékary | Dr. Jason Wersland, Founder, Therabody

- **From device to daily protocol: how beauty brands integrate light therapy into home routines, select credible technology partners and support consistent use**
- **What brands should evaluate in device performance, supporting evidence and manufacturing partners, and how to design home-use devices consumers keep using**
- **Combining skincare, devices, daily ingestibles and recovery into a routine she can manage: what to prioritise, what to simplify**
- **Wearable feedback and personalised guidance: the signals that sustain a routine versus unnecessary tracking**
- **Connecting clinic recommendations with home routines through education and partnerships, where adherence is won or lost**

12:00 – 12:20 **The Rise of Hybrid Models: Clinic × Brand Ecosystems**

Panel · Inviting: Fountain Life | Next Health | Peach & Lily | Nutrafol | Eva Alexandridis, Founder 111Skin

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

12:20 – 12:40 **Retention Is the New Acquisition: Keeping the Longevity Patient for Ten Years**

Presentation / Panel · Inviting: Next Health or a membership-led clinic

- **Memberships, maintenance plans and what makes patients come back**

12:40 – 13:00 **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

COMPANIES · CONFIRMED & INVITED

Confirmed

- Leah Garcia – Founder & CEO, NULASTIN®
- Suveen Sahib – Founder & CEO, K18hair
- Andrew Stanleick – MD & Operating Partner, Sekhmet Ventures
- Dr. Jennifer Pearlman – MD, Owner & CEO, PearlMD Rejuvenation
- Flemming Ornskov – CEO, Galderma
- Michael Hall – Founder & CEO, Hall Longevity Clinic
- Paul Du Bois – Head of Partnerships, Light Tree Technologies
- Eva Alexandridis – Founder, 111SKIN
- Yaron Fuchs – Stem Cell Scientist, CTO & Co-Founder, Elixrbio
- Simon Sakhai – Founder & CEO, Epillon
- Kate Meltzer – Global Head of Growth Strategy & Innovation, Kenvue
- Parham Aarabi – Founder, PRE
- Fernando Acosta – CEO, RoC

Invited

- **111Skin - Eva Alexandridis, Founder**
- **AG1**
- **Allergan Aesthetics (AbbVie)**
- **Alloy Women's Health**
- **Apothékary - Shizu Okusa, Founder & CEO**
- **Bansk Group**
- **Bayer Consumer Health**
- **Buck Institute**
- **Byoma**
- **Dibs Beauty**
- **Elektra Health**
- **Elixrbio - Dr. Yaron Fuchs, Co-Founder & CTO**
- **Euromonitor**
- **Fountain Life - Dawn Mussallem, DO, Chief Medical Officer**
- **Function Health**
- **Galderma - Flemming Ørnskov, M.D., CEO**
- **Hall Longevity Clinic**
- **IM8**
- **InMode**
- **InnBeauty Project**
- **L Catterton**
- **McKinsey**
- **Medicube**
- **Merz Aesthetics**
- **Midi Health**
- **Neko Health**
- **Next Health**
- **NielsenIQ**
- **NULASTIN - Leah Garcia, Founder & CEO**
- **Nutrafol**
- **Oura - Holly Shelton, Chief Product Officer**
- **Peach & Lily - Alicia Yoon, Founder & CEO**
- **Prenuvo**
- **RoC Skincare**
- **Sephora**
- **Shark Beauty**
- **Sofwave**
- **Spate**
- **The Ordinary (DECIEM)**
- **Therabody - Dr. Jason Wersland, Founder**
- **Timeline (Mitopure)**

- **TruDiagnostic**
- **TSG Consumer Partners**
- **Ulta Beauty**
- **Waldencast**