



Longevity and Beyond. Future-proofing Beauty, Health & Wellness with Data, AI, Trends, Innovations, Scaling, and Investment Opportunities

The INNOCOS Summit 2024 is set to explore the intersection of beauty, health, and wellness, focusing on the pursuit of longevity. In a world where consumers increasingly seek holistic, science-backed, and accessible solutions for health and well-being, the beauty industry is expanding its horizons to address the growing demand for longevity-focused products and services. The conference aims to bring together experts from the beauty, health, technology, and well-being fields to discuss the latest trends, innovations, and opportunities in this rapidly evolving industry.

The digital world will merge more with the natural world, bringing out possibilities never heard or seen before. Beauty and wellness reduce barriers between economic status, cultural differences, and gender gaps.

Wellness takes centre stage at the INNOCOS summit, seamlessly integrated into our indoor-outdoor concept. The program is thoughtfully designed to offer diverse

experiences, transcending traditional boundaries. From inspirational sessions to cutting-edge biohacking, from soothing infusions to transformative mindfulness and spiritual sessions, our goal is to immerse you in a holistic journey that nurtures your well-being and reconnects you with nature's healing power.

Iryna Kremin, the INNOCOS founder, shares her vision: "We aim to craft a tapestry of learning and experiences that explore the myriad tools humans have used to expand consciousness. These tools encompass meditation, breathwork, bodywork, yoga, sound journeys, dance, nutrition, supplements, herbalism, and even exploring the realm of psychedelics. In addition, we'll delve into the impact of technologies and wearables on wellness. Nature walks, invigorating exercise, and the exhilarating experience of ice baths await you. As you immerse yourself in the biohacking world, you'll be inspired and form profound connections and collaborations that will shape the future of this industry."

MONDAY, JUNE 10

PRE-CONFERENCE WELLNESS WORKSHOP Veranda @ Fourni Restaurant

13:30 **Welcome** and introduction.
14:00 **Roundtable Discussion:** principles of an Optimized Day
15:00 **Tea Ceremony**
15:30 **Gentle stretching** and mobility exercises to release tension and improve posture.
16:00 **Moving Meditation** for flow state and mindful awareness, a practice known to enhance focus and promote a sense of calm.

16:45 **Sound Bath** to reduce anxiety, promote calmness, enhance focus, and improve overall well-being, a proven method for relaxation and stress reduction.
17:30 **Guided journaling session** focusing on reflection, gratitude, and setting intentions for the conference, a powerful tool for self-reflection and goal-setting.

Note: Participants are encouraged to wear loose, comfortable clothing throughout the day to promote physical and mental flexibility. The schedule is designed to provide a holistic experience focused on optimising various aspects of well-being.

19:30 WELCOME RECEPTION - Veranda @ Siana Bar
Meet fellow attendees casually. **Dress code Blue and White** 🚩

TUESDAY, JUNE 11

TECHNOLOGY AND AI BLOCK

7:30 BREAKFAST

Sebastian Kraft, Director, Sebastian Kraft Consulting.

9:15 WELCOME ADDRESS

10:30 FIRESIDE CHAT

9:30 KEYNOTE

The Role of Personalization and Data.

Explore the significance of zero- and first-party data in personalising the beauty and wellness experience. Learn how brands can use data to provide a top-notch customer experience, from quizzes to product recommendations.

Nick Howard, Global Strategy Director, EveLab Insight

Unlocking the Value of AI for Consumers Beyond Marketing

Considering AI's essential role in shaping the future of business, what are the critical factors contributing to success? Conversely, what pitfalls must be avoided to ensure effective AI integration? Join us for a fireside chat featuring real-world case studies and invaluable insights from industry pioneers who have navigated the AI landscape firsthand. Walk away with actionable learnings to empower your own AI journey.

Geoff Briggs, Technology Scout, No7 Beauty Company
Facilitator: Sebastian Kraft, Director, Sebastian Kraft Consulting.

09:50 PRESENTATION

The Global Dance of Cosmetics

Marcus Tamminen, Arbelles

10:00 Setting the scene: Introduction to AI

11:00 MORNING BREAK

GROWTH AND SCALING BLOCK

11:30 PRESENTATION

Beauty in Focus: Data-Driven Growth Perspectives for the Decade Ahead

Delve into the intersection of global Data Insights, industry trends, and investment opportunities shaping the future of beauty. Discover how data-driven approaches transform decision-making processes, uncover emerging demographic trends, and reveal new avenues for growth in the beauty industry. This is your opportunity to gain valuable insights and strategic perspectives from a leader in data analytics, contributing to the conversation at the forefront of beauty.

Luis Simoes, CRO, World Data Lab

Explore proven strategies for customer retention and scalable growth, ensuring lasting success for your brand. Gain valuable insights to keep customers engaged, foster loyalty, and drive sustainable business expansion.

Emma Powell, Founder, Rebel360
Grace Fodor, Partner, Rebel360

11:50 PRESENTATION

Harnessing the Creator Economy

In 2023, the creator economy soared, becoming key to the success of beauty brands. The brands collaborating innovatively with creators made the headlines & the top 10 sales lists. Having the right influence strategy is therefore essential to achieve growth in today's beauty world. Discover how to build a strong influence strategy by choosing the right creator talent, and the right content while assuring authenticity & growth. You'll learn the 5 basics KSF to build a successful strategy

Angelica Rezza, Founder and CMO, Beauty Amplified.

12:30 LUNCH @ Fanes Restaurant

14:30 WORKSHOP

Unlocking the Supply Chain: Strategies for Sustainable Growth

Join us for an interactive session where we will unravel the complexities of the end-to-end supply chain. We'll offer insights into key strategies for mitigating risks and unlocking the potential for sustainable growth.

Lizbeth Zuniga, Founder, Acquire Beauty

12:10 FIRESIDE CHAT

Strategies for Retention and Scaling

16:00 NETWORKING COFFEE BREAK

16:30 PANEL DISCUSSION

The Convergence of Clean Beauty, Technology, and Holistic Wellness: Driving Longevity in the Beauty Industry

This panel will explore how the intersection of clean beauty principles, technological innovation, and holistic wellness practices is shaping the beauty industry's future, with a focus on promoting longevity and overall well-being. Participants will discuss the synergies between these three pillars, examining how they

contribute to developing accessible, science-backed, and sustainable beauty solutions that transcend traditional boundaries. From clean formulations and personalised experiences to mindfulness integration and digital advancements, the panellists will share insights into the evolving landscape of beauty and its transformative potential for consumers worldwide.

Emily Whelan, R&D Director, Oriflame

Victoria Ratmanova, Herbalist & Founder Natural Cosmetics;

Barbara Geusens, Founder, Nomige

Facilitator: Nick Vaus, Free The Birds

17:00 WELLNESS STARTUP PANEL

Biohacking startups are pioneering the beauty industry's future by leveraging innovative technologies and scientific breakthroughs to create more effective and personalised beauty solutions.

Startups selected by us who represent these trends will be given a platform to introduce themselves and their products to a panel of industry judges.

19:30 NETWORKING DINNER @Kavos Restaurant

WEDNESDAY, JUNE 12

HEALTH AND LONGEVITY-DRIVEN BEAUTY AND WELLNESS

7:30 SUN GAZING AND MOVING MEDITATION & BREAKFAST

9:00 OPENING REMARKS FROM THE CHAIR AND ANNOUNCING THE WINNER OF STARTUP PANEL

9:20 PRESENTATION

Marketing the Microbiome: Harnessing the Power of Science in Skincare

In recent years, the skincare industry has witnessed a paradigm shift with the emergence of microbiome-focused products. Understanding the delicate balance of the skin's microbiome and its impact on overall skin health has opened new avenues for innovation in skincare marketing. In this session, Marie Mailhos, Head of Marketing for Gallinée Microbiome Skincare, will share insights into the strategic approach to marketing microbiome-based skincare products, drawing from her extensive experience in product development and operational marketing across leading beauty brands.

Marie MAILHOS, Head of Marketing, Shiseido

9:50 PRESENTATION

The Emotional Reflection of the Skin: Exploring the Connection Between Emotions and Skin Health

The concept of the connection between emotions and skin has transcended traditional beauty norms and emerged as a cornerstone of innovation in the beauty industry. At AYUNA • Less is Beauty, we've been at the forefront of this evolving theme since 2017, exploring the profound link between emotional well-being and skin health. Our exploration of "mental beauty" delves into the intricate interplay between emotions and skincare, advocating for a holistic approach encompassing biological, psychological, and social factors.

Isabel Ramos, Chief Scientific Officer, Ayuna

10:10 PRESENTATION

Laser Skin Rejuvenation & Biohacking

As the largest human organ, the skin is vital to great health and is impacted by many factors. Over the last 30 years, lasers have been used for various skin treatments including permanent hair removal, acne, rosacea and skin rejuvenation to name a few. This talk will cover the major biological factors that drive skin rejuvenation and how we can use lasers to renew and revitalize our skin from the inside out. With innovative biohacking methods, you will see how the latest at-home lasers can achieve professional in-office results without side effects such as pain, redness, and downtime.

David Bean, CEO, Niraskin

10:30 COFFEE

10:50 PRESENTATION

Oxidative stress is toxic to your skin glow.

This session will explore how oxidative stress—an imbalance between free radicals and antioxidants in your body—can wreak havoc on your skin's natural glow, leading to premature ageing, dullness, and various skin disorders.

Lucia Hue-Fontaine, Endocrinologist

11:10 PRESENTATION

Capital Fundraising 101

Embark on the journey of Capital Fundraising 101, where you'll navigate the essentials of securing financial support for your venture. Learn the fundamental principles of effective fundraising, from crafting compelling pitches to building strategic relationships with potential investors, and set the foundation for your business success.

Agata Andryszczak Venture Capital Growth Expert and Founder, Foundrise

11:30 END

BONUS VIDEO PRESENTATIONS

Reverse Ageing: still a dream or already a genuinely achievable goal?

Based on the latest discoveries in regenerative medicine, the glass ceiling of reverse ageing can be finally broken (and not just for skin). An update on a new generation of active molecules (in clinical trials for diseases related to ageing) and new emerging technologies (forms and modes of application) will be made.

*Xavier Ormancey, former Director of R&D
Pierre Fabre Dermo-Cosmetic*

10:40 COFFEE BREAK AND THE END OF THE CONFERENCE

Sustainability Spotlight: Navigating the Plastic Challenge in Beauty

In this session, we'll dive deep into the complexities of sustainable packaging and material recovery, focusing on actionable strategies to engage Gen Z consumers effectively.

*Candice Lawton, Sr.manger, Business
Partnerships, rePURpose Global*

NEXT EVENT:
[INNOCOS Singapore, November 7-8](#)
