

INNO
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BEAUTY & LONGEVITY SUMMIT

*Where Science, Beauty, and Longevity Converge
Shaping the Future of Wellness & Ageing*

Intercontinental Hotel Geneva, September 10-12, 2025

Gold Sponsor:

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THE
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ACADEMY



WEDNESDAY, SEPTEMBER 10, 2025

15:00 - 17:00 | The Longevity Walk & Talk 🚶📷💡

Join us for an engaging and dynamic walking meeting around the beautiful Lake Geneva, where movement fuels meaningful conversations on longevity, deep connections, and fresh insights. Enjoy a mix of gamified challenges, including a step challenge and guided mindfulness moments.

17:00 | Welcome Drink & Networking at Buvette des Bains, Bains des Pâquis

An interactive evening to connect with fellow attendees, share longevity hacks, and set the stage for the upcoming discussions.

Enjoy drinks and connection with a stunning view of Lake Geneva at the iconic Bains des Pâquis. The venue features outdoor seating, a bar on-site, and is both group-friendly and accessible for all guests. Dress code is casual—the atmosphere is cosy and welcoming, perfect for open conversation and relaxation.

For those feeling adventurous, pack a swimsuit and take a dip in the lake during the event. Both alcoholic and non-alcoholic drinks (including tea, juice, water, and coffee) are available, ensuring everyone can celebrate in style.

THURSDAY, SEPTEMBER 11, 2025

8:00 | Registration

9:00 | Welcome from the Chair Iryna Kremin and Philippe Papadimitriou

9:25 | Beyond Skin Deep: AI, Biomarkers & the Wellness Revolution

Skin is no longer just about beauty; it's a real-time reflection of internal health, influenced by stress, diet, and inflammation. This session explores how AI, biomarkers, and personalised diagnostics are transforming skincare into a pillar of preventive wellness and longevity.

Wayne Liu, President, Perfect Corp

9:45 | Session: From Lab to Market

Go behind the scenes of scientific innovation as industry leaders share what it really takes to bring breakthrough longevity solutions from the lab to the marketplace. This session highlights the hurdles, lessons learned, and the vital role of consumer feedback in shaping successful products. Expect candid stories and practical insights, not product pitches.

Chris Rinsch, President, Co-Founder, Timeline®

10:05 | Panel Discussion: The Future of Skin Regeneration

Explore the latest advances in regenerative medicine and their impact on skin health and beauty. This panel will dive into the science, societal implications, and consumer acceptance of emerging technologies, offering a balanced view of what's next in skin regeneration.

Confirmed: Olesya Nazarova, VP Global Brand Lead ALASTIN, Galderma; Dr Patrick Schwarzenruber - Chief Scientist, Niance; Alena Demina, CEO and Founder, System Skin; Moderator: Anna Vovchok, Chief Strategy and Brand Officer, Ponce Aurora

10:40 | Coffee Break and Guided demonstrations "Longevity in Action"

A "Discovery Passport" system, a hands-on experience where attendees can test longevity-enhancing beauty & wellness products firsthand.

- **Live Product Testing & Experience** will be set up with interactive stations where attendees test products, biohacking tools, and diagnostics.
- Collect stamps at each product and win a prize by completing stations.

11:00 | Optimising Healthy Longevity Across Life Stages

Exploring how consumer demand for longevity solutions is evolving across different generations.

Irina Barbalova, Global Lead, Health & Beauty, Euromonitor International

11:40 | Women's Health Redefined

The longevity approach at Clinique La Prairie

Olga Donica, Longevity Innovation Director, Clinique La Prairie

12:00 | Panel Discussion: Women's Health - The Cornerstone of Longevity

A discussion on FemTech innovations, hormonal impacts on skin health, and holistic longevity approaches.

Dr. Anna Erat, MD/PhD; VaneGeneral Internal Medicine, Sports Medicine, Noelle Diamond, Do-Founder, NDA Aesthetics and Eqilux ; Facilitator: Dr. Mayoni Gooneratne, Founder, Human Health and Skinfit

12:30 | Lunch Break

13:45 | Bridging Science and Business: How Longevity Shapes the Future of Beauty & Wellness.

A visionary talk and interactive session to translate longevity science into actionable business strategies.

Dominik Thor, President, GCLS

14:05 | Unlocking the Integrative Health to shape the future of Longevity & Ageing

Exploring how traditional European and Asian botanicals are refined through modern research and technology to enhance bioavailability and precision nutrition.

Pascal Houdayer, CEO, Laboratoires Boiron

14:25 | A high-energy, interactive session to translate cutting-edge longevity science into actionable business strategies for beauty & wellness brands.

David Silbergleit, CEO, PIMS; Ayla Anaya, President, PIMS; John Collier, Chief Strategy and Growth, PIMS

15:40 | Coffee Break

16:00 | Join us for a celebratory evening to honour the pioneers shaping the future of beauty, wellness, and human vitality.

The **Longevity100 Innovators Reception** will recognise outstanding leaders from around the world, with on-stage acknowledgements, networking, and a toast to science-driven innovation in longevity.

16:30 | From Mouth to Mitochondria: Why Oral Health is the Next Frontier in Beauty & Longevity

Oral health is no longer just about teeth—it's a gateway to overall well-being and a youthful appearance. This session reveals the critical, yet often overlooked, connections between the oral microbiome and key longevity factors: chronic inflammation, gut health, hormonal balance, immune resilience, and even skin appearance. We will explore:

- * How oral dysbiosis accelerates ageing and systemic disease
- * Emerging science connecting gum health to skin barrier integrity and collagen loss
- * Opportunities for beauty and wellness brands to innovate in ingestibles, topicals, and diagnostics
- * The role of functional oral care in holistic longevity protocols

Dr. med. dent., MSc. Sahar Haroon, Founder, Dental Longevity

16:50 | From Data to Desire: Translating Biomarkers and Biology into Personalised Beauty Experiences

As personalisation moves from trend to necessity, beauty and longevity brands must bridge the gap between diagnostics and desire. This panel explores how cutting-edge tools, like biomarker and genetic testing, alongside biological insights from the epigenome, microbiome, and exposome, are being translated into personalised skincare, wellness protocols, and emotional brand experiences. Hear how leaders are using science not just to formulate, but to connect with consumers through tailored routines, measurable results, and deeper storytelling.

Maria Mjaaland, Director, Ridge; Jeremie Soeur, PhD, Chief Science Officer, Cellap Laboratoire - Cellcosmet and Cellmen, Dr. Semira Gonseth Nussle, Chief Medical Officer, GenKnowMe
Facilitator: G. Philippe Papadimitriou - Cosystems

17:20 | Transforming Wellness, Spa, and Longevity Clinics

Discover how leading longevity clinics redefine personalised self-care through diagnostics, medical protocols, and sensory wellness. These clinics inspire beauty brands and retailers to innovate product development and in-store experiences.

*Guenole Addor, Founder, Dr. Addor, Luigi Caterino, Founder and CEO, **The Longevity Suit**; George C. Gaitanos, PhD, Chief Operating and Scientific Officer, **Chenot**. Facilitator: Nick Vaus, Co-Founder and Managing Partner, **Free The Birds***

18:00 | Networking reception by the pool

FRIDAY, SEPTEMBER 12, 2025

7:30 | Breakfast

9:00 | Welcome from the Chair

9:10 | Romanticising the Science: How Emotion-Driven Education Fuels Trust, Loyalty, and Growth
Explore how beauty and wellness brands, spas, and science-led companies can build lasting customer and employee relationships by transforming complex education into emotionally resonant storytelling, turning client journeys into love stories that drive retention and meaningful growth.

*Arif Isikgun, Founder & CEO, **Ai Beauty Consultancy***

9:30 | Panel Discussion. Redefining the future of beauty and wellness retail beyond traditional shelves.

As traditional retail margins tighten and consumer expectations evolve, beauty and wellness brands are reimagining their distribution strategies. This panel examines how luxury hotels, wellness centres, and medical spas are evolving into high-impact retail and experiential channels, providing immersive brand activations, wellness programming, and science-backed treatments. Hear industry leaders on how to forge strategic partnerships beyond the shelf, creating transformative customer journeys and stronger revenue models.

*Tom MacPherson Le Maire, EVP Spa, Clinic, **111Skin**, Laura Gamboa, Director of Corporate Education and Spa Development, **Natura Bissé**; Facilitator: Zsolt Farkas, Founder, **Evolut**.*

10:00 | Supplementation for Skin Health and Longevity: Efficacy, Quality, and Brand Credibility”

In a saturated market of beauty and longevity supplements, how can brands stand out? This session explores how science-backed formulations, transparent sourcing, and measurable outcomes are reshaping consumer trust. Learn how to build credibility through clinical validation, high-quality ingredients, and storytelling that bridges skin health with systemic longevity.

*Sophie Chabloz, Co-Founder & CSO, **AVEA Life**; Dominik Thor, President, **GCLS**; Facilitator: Iryna Kremin, **INNOCOS** Founder;*

10:30 | Coffee Break and Roundtable discussion tables:

- **Brand Storytelling in the Age of Longevity** helps brands effectively educate and sell products focused on longevity.
 - **Supplementation for Health & Skin Longevity**
 - **Combating Misinformation Online.** Learn strategies to combat misinformation and build credibility for science-driven beauty and wellness brands through live fact-checking or case study discussions.
 - **Sustainable Longevity - Can We Age Gracefully Without Harming the Planet?**
 - **Future Vision Roundtable - Leaders Reflect on Key Insights and Takeaways.**
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11:00 | Panel: Future-Proof Your Brand: The Science, AI & Strategy of Retention-First Growth®

Discover why, in a world hooked on acquisition, Retention-First Growth®, supercharged by agentic AI, turns customer loyalty into the engine of lasting profitability.

Emma Powell, Founder and Heidi Henneman, Michael Fasosin, R360Growth

11:30 | Hackathon: AI, Beauty & Longevity: How Innovation, Personalisation, and Intelligence Are Redefining the Future of the Beauty & Longevity Business, With a Hackathon Twist

AI is rapidly becoming a catalyst for innovation across the beauty & longevity industry, from personalised product development to creative acceleration, marketing, and retail experience. This high-energy, insight-packed session brings to life how leading brands are already integrating AI across their business, from lab to shelf. You'll see real-world examples, explore market shifts, and take part in a hackathon-style collaboration to reflect on how AI can unlock value for your brand. A must-attend for anyone shaping the future of beauty innovation, commercialisation, and personalisation.

Sebastian Kraft, Business Coach

12:45 | Lunch

13:45 | Fireside Chat: Future-Proofing Longevity & Beauty: Investment, Commercialisation, and Consumer Psychology

- The exploding investment landscape in longevity and wellness—from early stage to commercial scale
- Psychological drivers behind longevity and beauty consumer behaviours: trust, personalisation, data-driven empowerment, and the desire for community
- Strategies for harmonising scientific credibility with compelling storytelling and regulatory realities
- Operational and financial tactics for founders: lessons in retention, capital efficiency, and long-term business resilience

Joel Palix, Founder, Palix Unlimited; Facilitator: Zsolt Farkas, Founder, Evolut.

14:10 | Pitch & Connect - Startup Matchmaking

A fast-paced pitch session where longevity & beauty startups showcase their innovations, products, or solutions to industry experts and investors.

- **Startup founders (or tech innovators) present a 3-minute pitch**
- **Industry mentors/investors provide live feedback & Q&A.**
- **Live audience voting** - Attendees can vote on “Most Disruptive Idea,” “Best Market Potential,” etc.
- **Speed Networking** - After pitches, investors & brands have **10-minute networking slots with startups.**

Judging panel: Samantha Etienne, Global GM, L'Oreal BOLD Ventures, Joel Palix, Founder, Palix Unlimited, Patricia Lemattre Stoeckel - CEO, PerfectHairCH AG, Yasser Abbas, Country Director, Switzerland and Austria, Kenvue

Startups:

*Optics 11 Life, Svetlana Pasteuning
Swiss Innovation Works SARL, Francesca Vitagliano
Excella BioScientific Ltd., Sabina Glozman
Willbe., Yulia Mintchin
Vediclab, Shivi Gupta
Beauty Rep, Olivia Schmid
Pommade Divine, Ania Richmond
Acaderma, Shutting Hu
nfuse, Chesley Chapman*

15:45 | Event Ends

Interested in joining our community? [Register HERE](#)