

## 2025 Skin Care, Bath, Cosmetics, Natural & Clean Beauty Session

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Sunday, June 8, 2025

#### Where Beauty Retail is Headed: Insights from NIQ

**60 minutes**

Yvonne Buisson with NielsenIQ shares the transformative forces that are redefining the beauty retail landscape. As consumer behaviors evolve and digital innovation accelerates, three key themes emerge:

- E-commerce Acceleration: Discover how the rapid growth of online shopping is reshaping the beauty buying experience
- Social Selling Makes Waves: Learn about what is trending on social sites and their importance to the Health & Beauty industry
- Generations at the Forefront: Unpack how the different generations go about their shopping for Beauty & Personal Care

Join us as we delve into these pivotal trends to understand where beauty retail is headed next.

Yvonne Buisson, Director, New Business Development  
NielsenIQ



## Walmart Informational Session: Strategy, Vision & Priorities

**60 minutes**

Join Walmart for an exclusive informational session during the Skin & Sun program, where suppliers will gain valuable insight into Walmart's current messaging, strategic direction, and category priorities. This session is designed to help suppliers better understand what matters most to Walmart right now, including key focus areas, upcoming initiatives, and how to align your brand for success. Don't miss this opportunity to hear directly from Walmart's team and position your business for stronger partnership and growth.

Vinima Shekhar VP of Merchandising, Beauty  
Walmart

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## Best Room Award

**30 minutes**

No need to enter for this opportunity, we will be voting on site for Best Room!  
WOW your buyers with a fun meeting space and have a chance at winning a \$500 credit towards your next ECRM session!

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## NextGen Beauty Picks

### **60 minutes**

All attendees—along with local teens and young adults—will have the opportunity to sample and test products, voting for their favorites in each category: Skin Care, Cosmetics, Bath, and Sun Care. (\*Beauty tools will be included within their respective categories.)

Awards will be presented to the top picks, with winners announced that evening. The NextGen Beauty Picks will take place on-site, providing suppliers with a unique opportunity to gain valuable feedback from both industry professionals and the next generation of beauty consumers.

Suppliers may submit up to three products for consideration. ECRM will provide tables, and participants are responsible for any additional materials needed for product testing.

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## Buyers' Choice Awards

### **30 minutes**

Join us for the Buyers' Choice Awards hosted by ECRM and Drug Store News! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!