

## 2025 Everyday and Holiday Cosmetics, Skin, Fragrance & Bath 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, January 12, 2025

#### Store Tours

**180 minutes**

Join us for an exciting beauty-focused store tour in Downtown Chicago, including stops near Chinatown and along the Magnificent Mile! Explore local and regional retail gems during this self-guided experience, with transportation provided to the following stores:

- Korean Beauty
- Bluemercury
- Bravco
- Ulta
- Walgreens

Tours are for **buyers only** and spaces are limited! To secure your spot, please contact Andrea Kumse at [akumse@ecrm.marketgate.com](mailto:akumse@ecrm.marketgate.com).

Don't miss out on this unique opportunity to explore some of the best in beauty in Chicago!

---

## Holiday Round Up and Upcoming Trends Shaping the Future of Beauty

**30 minutes**

Join industry expert Anna Mayo from NIQ, as she presents a comprehensive overview of the latest holiday season in the cosmetics, skincare, fragrance, and bath categories. In this session, Anna will highlight key consumer behaviors and emerging trends from the 2024 holiday season, offering insights into how these trends are shaping the future of beauty and self-care products. With a forward-looking perspective, she will also discuss macro trends to watch for in 2025, from evolving consumer preferences to innovations in everyday and holiday beauty. Gain actionable insights to stay ahead of the curve in this dynamic industry. Perfect for professionals looking to align their strategies with the latest market shifts and consumer demands.

Anna Mayo  
NielsenIQ



---

## Roundtables

### 60 minutes

This event will provide a collaborative roundtable setting where professionals can explore key industry topics together.

- 1. The Intersection of Beauty & Wellness**  
Explore strategies to connect with today's wellness-focused consumers who are increasingly mindful of their choices.
- 2. Leveraging Social Media to Engage Modern Beauty Consumers**  
Discover how brands are using social media and influencers to educate and connect with their audience.
- 3. The Impact of Social Media on Beauty Trends and Standards**  
Analyze the role social media plays in shaping current beauty trends and societal standards.
- 4. 2024 Holiday Recap: Successes and Lessons Learned**  
Reflect on what drove success during the 2024 holiday season and how these insights can inform strategies for 2025.
- 5. Personalization in Beauty: Meeting Individual Consumer Needs**  
Discuss ways to cater to diverse beauty preferences while offering tailored solutions for shoppers.
- 6. Skinifaction: Solutions for Busy Consumers**, Elizabeth Frandle, Kehe, Category Manager, HBC and Personal  
Examine how brands are adapting to the needs of consumers seeking simplicity in their beauty routines.

Tuesday, January 14, 2025

## 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!

## Holiday Recap and Macro Trends in Category to look for in 2025

**60 minutes**

This presentation offers a comprehensive snapshot of the evolving beauty landscape across markets, highlighting key consumer behaviors, economic influences, and retail dynamics shaping the industry. From the rise of eCommerce and social selling platforms like TikTok Shop and Amazon, to the impact of holiday, this presentation uncovers the forces driving growth and disruption. The presentation provides rich insights into category performance, emerging trends, and strategic opportunities for brands navigating a rapidly transforming marketplace.



**Katie Hazlett**  
**Client Manager, NielsenIQ Beauty Vertical**

As a Client Manager for NielsenIQ's Beauty Vertical, Katie Hazlett contributes to the creation of best-in-class thought leadership that helps to uncover industry trends.

Throughout her 7 years at NielsenIQ, Katie has worked with cross-functional teams to deliver actionable insights to clients across multiple categories. She is well-versed in analyzing data and uncovering insights in order to create a cohesive, comprehensive story. She has brought this knowledge and experience to the beauty vertical to help create meaningful content that showcases NielsenIQ as a thought leader in the industry.

Katie Hazlett, Client Manager, NielsenIQ Beauty Vertical  
NIQ