



## 2025 Sun Care 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.

## Rise of the Conscious Consumer: 7 CPG Trends to Capitalize On in 2025

**60 minutes**



Today's consumers are shopping with greater intention—prioritizing health, simplicity, and social impact, even in the face of economic uncertainty. From clean beauty to innovative design, the CPG landscape is being reshaped by values that go far beyond ingredients or price points. In this conversation, Ally Basak, CMO at Novi, and Jennifer Cutelli, Beauty Lead at MPG, will explore how brands can stay relevant by aligning with evolving consumer needs. Moderated by Chris Stanton, Founder of The Mosaic Group, the panel will dive into what it takes to build trust, communicate purpose, and create meaningful connections in an increasingly values-driven marketplace.

**Novi** helps CPG brands build trust, earn loyalty, and drive sales by streamlining certifications and independently verifying data on raw ingredients, product formulations, business practices, and marketing claims. We also partner with leading retailers, including Target, Sephora, Amazon, and Macy's, to create merchandising programs that feature brands with elevated standards for human health and sustainability. These programs attract a growing demographic of conscious consumers to stores and online sites and drive retailer brand preference.

Novi is headquartered in the SF Bay Area with offices in LA and presences in NYC, Nashville, and Toronto. We're backed by leading venture capital firms Greylock Partners, Khosla Ventures, Maveron Ventures, Cowboy Ventures, and Tiger Global; clean living pioneer Jessica Alba; and the board members and founders of Clorox, P&G, The Honest Company, Wealthfront, OpenTable, and Eventbrite.

Drawing on her background in law and compliance, **Ally Basak** advises CPG brands, DTC companies, and large corporations on interpreting and applying advertising regulations and consumer protection laws. She is a thought leader on values-based shopping, authentic leadership, brand identity systems, and how to build the business case for investments in brand and creative.

Chris Stanton, The Mosaic Group, Ally Basak, Novi

## 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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## 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!

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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.