

## 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.

Sunday, June 8, 2025

#### Market Trends

**60 minutes**

Discover the latest market trends in skin care, bath products, cosmetics, and natural beauty with insights from NIQ. We'll explore key data, product innovations, and the growing consumer demand for natural and sustainable beauty solutions. Learn how brands are adapting to these trends and what it means for the future of the beauty industry.

NielsenIQ

Monday, June 9, 2025

## Market Trends

**60 minutes**

Details coming soon

Tuesday, June 10, 2025

## 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!