

PRESENTED BY RETAIL SUMMITS

ECOM EDIT

HEALTH & BEAUTY EAST



2026 ECOM EDIT

74 Wythe Ave. Brooklyn, NY
74Wythe

 **RETAIL
SUMMITS**

September 10th, 2026

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AGENDA

8:00 AM – 9:30 AM

CHECK IN & NETWORKING BREAKFAST

NETWORKING BREAK

Kickstart the day with casual networking and a light breakfast in the exhibitor hall.

9:30 AM – 10:15 AM

SHAPING THE FUTURE

CXO & FOUNDER INSIGHTS ON THE EVOLUTION OF HEALTH & BEAUTY ECOMMERCE

Step into the future of the health, wellness, and beauty eCommerce industry during this interactive discussion with the Founders & C-Suite leaders who are shaping the industry. Learn how top brands drive innovation, stay competitive in a saturated market, and leverage cutting-edge technologies and data to build stronger customer connections and accelerate growth. Explore the latest in marketing, product development, and personalization. Get practical insights, inspiration, and leadership advice straight from the trailblazers redefining the future of health and beauty eCommerce.

Moderator:

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Panelists:

- **Cary Lawrence**, CEO, **Decile**
- **Swati Gupta**, CEO, North America, **Weleda**
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10:15 AM – 10:45 AM

PRESENTATION BY STATUSPHERE

Speaker:

10:45 AM – 11:25 AM

MORNING NETWORKING BREAK

11:25 AM – 12:10 PM

SCALING WITH INTENTION

BUILDING SUSTAINABLE OPERATIONS IN HEALTH & BEAUTY

As health & beauty eCommerce continues to evolve, operations leaders are balancing rapid scale with mindful production, ingredient integrity, and a low-waste mindset. In this session, industry experts will share how brands are meeting rising customer expectations through 3PL partnerships, localized fulfillment strategies like micro-warehousing, intentional approaches to sustainability, and more. Learn how innovative brands are rethinking logistics to reduce waste, improve inventory efficiency, and build resilient, scalable operations.

Moderator:

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Panelists:

- **Arnagela Morantes**, Executive Director, Global Brand Value Chain Operations, M.A.C, **The Estée Lauder Company**
- **Susan Armstrong**, VP of Global Operations, **i-Health (a division of dsm-firmenich)**
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12:10 PM – 12:35 PM

PRESENTATION BY MAESTRA

Speaker:

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12:35 PM – 1:25 PM

NETWORKING LUNCH

Join us in the exhibit hall for networking, meetings, and grab & go lunch service.

1:25 PM – 1:40 PM

PRESENTATION BY MOONSHOT AI

Speaker:

-

1:40 PM – 2:30 PM

BUILT FOR SOCIAL

INFLUENCERS, CONTENT & THE RISE OF SOCIAL COMMERCE IN HEALTH & BEAUTY

Learn how health and beauty brands are tapping into the power of short-form video and social commerce to fuel growth and engage their audiences in fresh, exciting ways. Discover how platforms like TikTok Shop, Instagram Reels, and YouTube Shorts are enabling seamless shopping experiences directly from engaging video content. Delve into the impact of influencers, user-generated content, and authentic storytelling in fostering deeper customer connections, and see how new technology connecting brands with the right creators is helping drive impressive conversion rates.

Moderator:

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Panelists:

- **Deissy Villa Morocho**, Director of Social Commerce, **MAKEUP BY MARIO**
- **Brian Reinke**, Vice President eCommerce & Growth, **SCENT BEAUTY**
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2:30 PM – 2:45 PM

PRESENTATION BY CANTO

Speaker:

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2:45 PM – 3:15 PM

AFTERNOON NETWORKING BREAK

3:15 PM – 3:30 PM

PRESENTATION BY LEADING SOCIAL

Speaker:

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3:30 PM – 4:20 PM

THE POWER OF MARKETING AND EDUCATION IN HEALTH & BEAUTY

In the competitive world of health and beauty, education plays a pivotal role in shaping consumer trust and loyalty. Join industry leaders as they explore the unique challenges of educating customers on the right products for their individual needs—from skincare and haircare to makeup and wellness. Learn how brands are leveraging personalization tools, quizzes, and targeted marketing to help consumers make informed decisions. Discover the strategies used to communicate product benefits, establish credibility, and foster long-term customer relationships. Gain insights on how educating your customers not only empowers them but also drives brand loyalty and growth.

Moderator:

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Panelists:

- **Ada Desmond**, Director, Digital & DTC, **Hint**
- **Megan Picurro**, Director of Marketing, **Mario Badescu Skin Care**
- **Jill Brand**, Head of Brand & Creative, **PVOLVE**
- **Gina Lombardo**, Sr. Director of eCommerce, **quip**.
- **Shannon Harwell**, Director, US Marketing – Elizabeth Arden, **Revlon**
- **TBD**, **Passionfruit**

4:20 PM

OPEN BAR & NETWORKING

Join us in the exhibit hall for open bar + networking.

Event Ends at 5:30 pm.

JAN 27

eCom Edit: Fashion East

New York, NY

APR 01

eCom Edit: B2B

Chicago, IL

MAY 14

Minneapolis eCom Summit

Minneapolis, MN

JUN 04

Nashville eCom Summit

Nashville, TN

AUG 20

Salt Lake City eCom Summit

Salt Lake City, UT

SEP 10

eCom Edit: Health & Beauty East

Brooklyn, NY

OCT 29

Seattle eCom Summit

Seattle, WA

DEC 03

eCom Edit: Health & Beauty West

Los Angeles, CA

2026 EVENTS

