

PRESENTED BY RETAIL SUMMITS

*ECOM EDIT*

# HEALTH & BEAUTY EAST



2026 ECOM EDIT

74 Wythe Ave. Brooklyn, NY  
**74Wythe**

 **RETAIL  
SUMMITS**

September 10<sup>th</sup>, 2026

# MEET OUR PARTNERS

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# AGENDA

8:00 AM – 9:30 AM

## CHECK IN & NETWORKING BREAKFAST

NETWORKING BREAK

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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

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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:

- **Shaina Rainford**, CEO, **Bask and Lather**
- **Cary Lawrence**, CEO, **Decile**
- **Swati Gupta**, CEO, North America, **Weleda**
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10:15 AM – 10:45 AM

## PRESENTATION BY STATUSPHERE

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**Speaker:**

10:45 AM – 11:25 AM

**MORNING NETWORKING BREAK**

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11:25 AM – 12:10 PM

**SCALING WITH INTENTION**

BUILDING SUSTAINABLE OPERATIONS IN HEALTH & BEAUTY

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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:**

- **Andrew Volinsky**, International Business Acquisition Manager, **Canada Post**
- **Arnagela Morantes**, Executive Director, Global Brand Value Chain Operations, M.A.C, **The Estée Lauder Companies**
- **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**

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**Speaker:**

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12:35 PM – 1:25 PM

**NETWORKING LUNCH**

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

1:25 PM – 1:40 PM

## PRESENTATION BY MOONSHOT AI

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### Speaker:

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1:40 PM – 2:30 PM

## BUILT FOR SOCIAL

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

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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:

- **Sicheng Peng**, Digital Strategy & Innovation, **ISOFTMEDIA**
- **Lauren Jury**, Head of Neutrogena US Advocacy and Engagement, **Kenvue**
- **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

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### Speaker:

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2:45 PM – 3:15 PM

## AFTERNOON NETWORKING BREAK

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3:15 PM – 3:30 PM

## PRESENTATION BY LEADING SOCIAL

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### Speaker:

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3:30 PM – 4:20 PM

## THE POWER OF MARKETING AND EDUCATION IN HEALTH & BEAUTY

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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**

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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

