

PRESENTED BY RETAIL SUMMITS

ECOM EDIT

HEALTH & BEAUTY EAST



2026 ECOM EDIT

74 Wythe Ave. Brooklyn, NY
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 **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:

- **Rachel Thaw-Steindel**, VP of Customer Success and Advocacy, **Kim.cc**

Panelists:

- **Shaina Rainford**, CEO, **Bask and Lather**
- **Brittany Lo**, Founder & CEO, **Beia**
- **Cary Lawrence**, CEO, **Decile**
- **Swati Gupta**, CEO, North America, **Weleda**

10:15 AM – 10:45 AM

SOCIAL SEARCH, AI, AND THE POWER OF CREATORS BY STATUSPHERE

Consumers no longer start with Google when searching for products—they turn to TikTok, Instagram, and now, AI. Kristen Wiley, Founder & CEO of Statusphere, reveals how creators and user-generated content shape these algorithms, why “signal shaping” is becoming the new SEO, and what forward-thinking health and beauty brands must do to secure visibility and influence purchase decisions in this new era of product discovery.

Speaker: **Kristen Wiley**, Founder & CEO, **Statusphere**

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:

- **Olivia Buehler**, Supply Chain Architect – Sales Development, **Argents**

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)**

12:10 PM – 12:35 PM

GEN AI-DRIVEN ECOMMERCE CRO: HOW MOONSHOT AI TURNS ONLINE STORES INTO SELF-OPTIMIZING ECOSYSTEMS BY MOONSHOT AI

Discover how Moonshot AI is revolutionizing eCommerce by turning online stores into self-optimizing organisms powered by generative AI. Our platform automatically identifies areas of a website that aren't performing, formulates a hypothesis for improvement, and

uses Gen AI to autogenerate the necessary code and design changes. No developers, designers, or analysts are needed – AI handles it all.

Speaker: **Aviv Frenkel**, Co-Founder & CEO, **Moonshot AI**

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

CONTENT WITHOUT LIMITS: AI, PRODUCT & CONTENT INFRASTRUCTURE & THE NEW COMPETITIVE EDGE IN HEALTH & BEAUTY BY CANTO

Health and Beauty brands do not have a content problem. They have a content activation problem. Your teams are producing more assets than ever: product imagery across dozens of SKUs and shades, retailer-specific variants, claims-compliant copy for every market, and launch campaigns that need to move fast. The volume is not the bottleneck. The system is. AI is changing what a content operation can do, but only if the infrastructure underneath it is ready. In this focused conversation, cut through the noise on what it actually means for a content operation to be AI-ready versus just digitally organized. Learn where AI creates real, immediate leverage for H&B brands: faster campaign delivery, smarter asset discovery, and consistent brand execution across every channel and market. Walk away with one diagnostic question you can take back to your team today.

Speaker: **Lynn Herman**, Global Campaign Manager, **Canto**

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:

- **Kristen Wiley**, Founder & CEO, **Statusphere**

Panelists:

- **Anthonino Olimpio**, Consumer Engagement, **Huda Beauty**
- **Sicheng Peng**, Head of CatalystM & Retail Digital Strategy and Innovation, **iSoftStone**
- **Brian Reinke**, Vice President eCommerce & Growth, **SCENT BEAUTY**

2:30 PM – 2:45 PM

WHAT ACTUALLY HAPPENED WHEN WE LET AI RUN CUSTOMER ACQUISITION BY LEADING SOCIAL

Learn how leading beauty and wellness brands are using AI across strategy, research, creative and reporting as one system, and what it does to customer acquisition cost.

Speaker: **Leighton Penrose**, Founder & Head of Strategy, **Leading Social**

2:45 PM – 3:20 PM

AFTERNOON NETWORKING BREAK

3:20 PM – 4:10 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:

- **Lynn Herman**, Global Campaign Manager, **Canto**

Panelists:

- **Ada Desmond**, Director, Digital & DTC, **Hint**

- **Rishabh Chatterjee**, Co-Founder & CTO, **Passionfruit**
- **Jill Brand**, Head of Brand & Creative, **PVOLVE**
- **Gina Lombardo**, Sr. Director of eCommerce, **quip**.
- **Shannon Harwell**, Director, US Marketing - Elizabeth Arden, **Revlon**

4:10 PM

OPEN BAR & NETWORKING

Join us in the exhibit hall for open bar + networking. Presented by **Passionfruit** & **Cart.com**



Event Ends at 5:30 pm.

JAN 27

eCom Edit: Fashion East

New York, NY

APR 01

eCom Edit: B2B

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MAY 14

Minneapolis eCom Summit

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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

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2026 EVENTS

