PRESENTED BY RETAIL SUMMITS

*ECOM EDIT*

# HEALTH & BEAUTY WEST



2026 ECOM EDIT

3515 Wilshire Blvd. Los Angeles, CA.

**THE LINE LA**

RETAIL SUMMITS

December 3rd, 2026

# MEET OUR PARTNERS

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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:**

- **Kat Dey**, Co-Founder & President, **Ettitude**
- **Stacey Politi**, Chief Marketing Officer, **IPSY**
- **Val Emanuel**, Founder & CEO, **Rif care**
- **June Van Heel**, Founder & CEO, **supervibes**

## 10:15 AM - 10:45 AM

### THE GROWTH GAP: BUILD BRAND. BUILD DEMAND BY HIGH BEAM

Most eCommerce brands ask customers to buy before they give them a reason to care. That is where growth stalls. Their ads capture demand from people ready to buy, but they do not create enough demand with everyone else. As markets get more crowded, brands

need to create demand, not just capture it. In this session, High Beam Marketing co-founder Chandler Lyles will show how brand shapes what customers notice, trust, and choose. Attendees will leave with a simple way to use attention, emotion, and the right message at the right time to build demand before they try to capture it.

**Speaker:** **Chandler Lyles**, Co-Founder, **High Beam Marketing**

## 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:**

- **Samantha Granstrom**, Head of Operations, **Drink Hippie**
- **Manuel Salazar**, Senior Director of Supply Chain, **Dr. Squatch**
- **Amber Fullerton**, Chief Customer Officer, **One World Direct**
- **Andreas Andrea**, Senior Director Global Transportation, **Unilever Prestige**

## 12:10 PM - 12:25 PM

### ECOMMERCE CONVERSION RATE OPTIMIZATION (CRO) WITH GEN AI BY SHUTTLEBASE

Most eCommerce teams know their websites could convert better, but limited dev resources, slow test cycles and guesswork keep optimization from moving at the pace their shoppers do. In this session, Shuttlebase CEO and Co-Founder Aviv Frenkel shows how generative AI is changing eCommerce by analyzing real shopper behavior, running many experiments at once, and automatically launching the winners.

**Speaker:**

- **Aviv Frenkel**, CEO & Co-Founder, **Shuttlebase**

## 12:25 PM - 1:25 PM

### NETWORKING LUNCH

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

## 1:25 PM - 1:45 PM

### RECURRING REVENUE: DRIVING GROWTH THROUGH SUBSCRIPTION MODELS

Kevin Tighe sits down to share how BUBS Naturals approaches subscriptions in health and wellness: what has worked, what has not, and how the model drives retention, lifetime value, and lasting loyalty. Expect a candid look at auto-replenishment, bundled routines, and the strategy behind turning one-time buyers into long-term customers.

**Speaker:**

- **Kevin Tighe**, Chief Revenue Officer, **BUBS Naturals**

## 1:45 PM - 2:00 PM

### PRESENTATION BY PARTNER

**Speaker:**

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## 2:00 PM - 2:35 PM

### AFTERNOON NETWORKING BREAK

## 2:35 PM - 3:20 PM

### AFTERNOON DEMOS_

Organized  demos showcasing the latest tools and technology for health & beauty brands.

*Demo 1*: *Solving Sales Tax Automation*

**Led by:** **Anrok**

*Demo 2*: *Patterns That Matter*

**Led by:** **Hyperfocus.tech**

*Demo 3*: *AI Workforce for eCommerce*

**Led by:** **Seel**

## 3:20 PM - 4:15 PM

### BEYOND THE FIRST PURCHASE: PERSONALIZATION AND LOYALTY IN HEALTH & BEAUTY

Personalization is reshaping how health and beauty brands attract customers, and more importantly, how they keep them coming back. By leveraging tools like AI-powered recommendations, interactive quizzes, and virtual try-on experiences, brands are creating more tailored and engaging shopping journeys. Join industry leaders as they discuss how personalization has become a powerful strategy for building loyalty, helping consumers find the right products while strengthening their connection to the brand. Learn how these technologies are driving deeper engagement, increasing repeat purchases, and turning first-time buyers into long-term customers.

**Moderator:**

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**Panelists:**

- **Nick Makarov**, Head of Partnerships, **Hyperfocus.tech**
- **Rachel Kamel**, Director, CRM, **Zwift**

## 4:15 PM

### OPEN BAR & NETWORKING

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

Event Ends at 5:15 pm.

# 2026 EVENTS

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|---|---|
| JAN 27 | **eCom Edit: Fashion East**<br>New York, NY |
| APR 01 | **eCom Edit: B2B**<br>Chicago, IL |
| MAY 14 | **Minneapolis eCom Summit**<br>Minneapolis, MN |
| JUN 04 | **Nashville eCom Summit**<br>Nashville, TN |
| AUG 20 | **Salt Lake City eCom Summit**<br>Salt Lake City, UT |
| SEP 10 | **eCom Edit: Health & Beauty East**<br>Brooklyn, NY |
| OCT 29 | **Seattle eCom Summit**<br>Seattle, WA |
| DEC 03 | **eCom Edit: Health & Beauty West**<br>Los Angeles, CA |

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