

## 2018 Cosmetics, Fragrance &amp; Bath EPPS

**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.

Monday, January 15, 2018

**TABS Analytics 4th Annual Beauty Research Study - Trends & Opportunities in the Beauty Category****45 minutes**

Dr. Kurt Jetta, CEO of TABS Analytics will examine TABS' historical data on the category to reveal trends and predict the course of the beauty category, both from a consumer and channel perspective. Among the areas of focus will be the types and volume of products purchased, the outlets at which they were purchased, as well as consumer promotional trends. A detailed look on online and millennial demographics and behavior will be presented, given their respective importance to the category.

Dr. Jetta will go into more detail on, among other things:

- Who: Buyer/shopper facts
- What: Product forms and brand awareness levels
- Where: Coverage of all major buying channels
- Why: Select additional learning on purchasing behavior

Kurt Jetta, PhD, CEO  
TABS Analytics



## ECRM & DSN Buyer Choice Awards

### 15 minutes

Join us for the Buyer's Choice Awards hosted by ECRM. Suppliers will submit their product offering and attending buyers will cast their vote for their favorite product! First place and finalist winners will be recognized during cocktails on January 17th. To learn more about how you can participate, please contact your account manager.

