

2018 Multicultural Hair Care 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.

Wednesday, June 6, 2018

The GLOBAL BEAUTY ALLIANCE presents Master Class #2 -
"Where to Next?" Consumer Trends and Forecast for
Inherently Curly Hair Care Needs, Styles and Practices

60 minutes



Inherently curly hair has unique product requirements for achieving the wide array of hairstyles that dominate fashion today. Big hair, slick hair, natural hair, curly hair, braided, twisted, tamed and untamed hair all are achievable with the right products. Experts in the beauty industry will provide substantiated research about consumers with inherently curly hair.

This panel is the GLOBAL BEAUTY ALLIANCE's Master Class #2.

PRESENTERS:

Michelle Breyer, Founder & CEO - TextureMedia, Natural Curly Brands

Michelle Breyer is a visionary entrepreneur who took a personal frustration over out-of-control curls and built it into one of the largest media platforms for hair.

TextureMedia is the largest hair care platform and trusted thought leader that empowers and inspires millions of textured-hair women to embrace their naturally beautiful selves. By engaging beauty enthusiasts through original content, branded entertainment, social media, product reviews and commerce, it influences up to \$5 billion in hair care sales each year. TextureMedia reaches 16 million influencers a month and is considered the top authority for textured hair.

Julee Wilson, Fashion & Beauty Director at ESSENCE Magazine and ESSENCE.com

Julee oversees the brand's vision for style from daily posts on the website to its stunning covers. Wilson was previously the Senior Fashion Editor at The Huffington Post - and before that spent several years as a fashion editor at Real Simple Magazine. Wilson has lent her voice on national television shows including The Today Show, CBS Early Show and Fox News. Wilson serves on the advisory board for Harlem's Fashion Row, an organization dedicated to uplifting and supporting designers of color.

SPECIAL GUESTS:

Richelieu Dennis, CEO of Sundial Brands and the CEO of Essence Ventures LLC
Executive Board Members of the GLOBAL BEAUTY ALLIANCE

MODERATOR:

Carol Hillsman Sagars, Director - Global Beauty Alliance

Carol is the Director of the Global Beauty Alliance, an association of manufacturers, distributors and suppliers in the multicultural beauty industry. As the first director for this 2-year-old trade association, Carol is instrumental in establishing the Global Beauty Alliance brand and delivering value to all members of the Alliance. Carol is a veteran of the multicultural beauty industry, having worked in positions ranging from Group Marketing Manager to Vice President of Marketing for Soft Sheen Products, now a division of L'Oréal. She also served as President of Fashion Fair Cosmetics and in marketing leadership positions for global brands including McDonald's, Kraft and Quaker Oats.

Multiple Speakers

Multiple Companies