



## 2019 Contract Services: Beauty & Personal Care Program

### 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, September 23, 2019

TIP Session - Thought Interaction Pods

**60 minutes**

Brian Cheng  
Public Goods  
Product Manager

**Manufacturing Partners: Setting Expectations and Planning for Success**

- The challenges getting alignment within your team or organization
- Setting appropriate timeline expectations for your launch
- How to choose when to produce domestically or internationally?
- Important variables to consider when budgeting with unknowns (volume, payment terms, packaging)

Jack Benzaquen  
Novadore USA, LLC  
Founder

**Build The Next BILLION Dollar Direct-To-Consumer Brand**

- Opportunities in the space for contract manufacturers and brand owners
- E-commerce and marketing platforms to work with
- Is Amazon your friend or your enemy?
- Checklist to choose your next DTC product

Kunal Kuthiala  
Essel Propack Americas  
Senior Account Manager

**Sustainability In Packaging – The Economy, The Society & The Environment**

- Roadblocks in making sustainable packaging a commercial reality
- Upcycling adoption & options
- Tracking carbon footprint of your organization/work-flow
- Plant based resins – sourcing & pricing

Jim Mercer  
CROSS BRANDS CONTRACT FILLING  
Chief of Operations

**INTELLECTUAL PROPERTY**

**(Owning your IP formulations) is a asset of your company**

- R&D (research & development)
- Stability & compatibility testing OTC and cosmetics
- Costs
- Scaling your brand

Shaji Thomas  
Beekman 1802  
President

**Managing Operations with Efficient Planning of your Supply Chain and Customer Orders**

- Procurement process of packaging and ingredients
- Logistics - international and domestic
- Holding and managing Inventory
- Order to cash – planning

Multiple Speakers  
Multiple Companies