

2022 Hair Care & Multicultural Hair Session

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.

Tuesday, May 10, 2022

Thought Leadership with 113 Industries

60 minutes

Leveraging patterns found across millions of consumer conversations, 113 Industries will present research findings on the motivations, behaviors, and surprising connections within color cosmetics and beauty supplementation. Additionally, 113 will share the unique needs uncovered of multi ethnic consumers in the beauty space (skin care, hair care, and color cosmetics), with signals indicating unmet needs in this space.

113 Industries brings to life consumer behaviors, motivations and needs through the power of AI and natural language processing. Leveraging large volumes of public digital conversation, 113 helps organizations deeply understand their consumers by identifying the patterns that emerge in unprompted language at scale.

Reagan is a CPG professional with over a decade of experience collaborating with top brands and the majority of Fortune 500 retailers, fostering innovation to sustained market success. Her passion is fueled by collaboration and high integrity analysis, efforts that have led to award recognition at Walmart and The Clorox Company. In her role as Director of Growth & Strategy with 113 Industries, Reagan connects her knowledge of successful commercialization to the powerful, consumer led insights possible with AI pattern recognition and...a team of rockstars.



Reagan DeLattre, Director, Business Growth & Strategy
113 Industries