

## 2025 GLP-1, Weight Management, Nutrition, and Vitamin 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, February 11, 2025

#### GLP-1 Retail Wellness Symposium: Navigating Change: GLP-1's Ripple Effect on Weight Management and Nutrition

**60 minutes**

In this session, NIQ's Yvonne Buisson will dive into the growing influence of GLP-1 medications and their ripple effects across the weight management, nutrition, and vitamin categories. Yvonne will explore how these medications are shaping consumer habits, shopper profiles, and marketing strategies, with a focus on labeling trends and the evolving landscape of health and wellness. Additionally, she will analyze how other categories in nutrition and vitamins are being impacted by the rise of GLP-1 and similar innovations. Join this session to gain valuable insights into the future of health and wellness products and how to adapt to these shifts in shopper behavior.



Yvonne Buisson, Director Baby, Pet Health & Personal Care  
NielsenIQ

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## GLP-1 Retail Wellness Symposium: Understanding Walgreens' Winning Strategy in Consumer Health & Wellness

**60 minutes**



Join Walgreens healthcare merchant leaders for an in-depth panel discussion on the strategic priorities driving Walgreens' consumer health and wellness initiatives. This session will explore Walgreens' approach to engaging the GLP-1 consumer, optimizing partnerships with emerging brands, and advancing collaborative innovation with CPG and private label suppliers. Attendees will gain valuable insights into Walgreens' processes, needs, and requirements for successful supplier partnerships, as well as an outlook on future wellness trends shaping the consumer healthcare landscape. This is an essential conversation for suppliers and brands aiming to align with Walgreens' evolving vision for consumer wellness.

Leigha Dunbar, Sr. Director, Senior Divisional Merchandise Manager; Andrea Collaro, Senior Director, Owned Brands -Brand Management/Product Development  
Walgreens

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## GLP-1 Retail Wellness Symposium: Kroger Fireside Chat

**60 minutes**



Join us for a fireside chat with experts from Kroger.