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: Discover how GNC is shaping the future of wellness retail with cutting-edge strategies, innovation and the GLP1 Consumer.



40 minutes

Join Mark Butera, VP of Merchandising, and Rachel Kreider, MPH, RD, Vice President of Product Innovation & Science at GNC, for an insightful fireside chat at the ECRM GLP1 Retail Wellness Symposium. This session will delve into best practices around merchandising strategies, groundbreaking science and innovation, and actionable insights on how brands can effectively engage with GNC to drive mutual success in the wellness category.

Mark Butera, VP of Merchandising, and Rachel Kreider, MPH, RD, Vice President of Product Innovation & Science
GNC

GLP-1 Retail Wellness Symposium: Understanding Walgreen’s Winning Strategy in Consumer Health & Wellness



40 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

GLP-1 Retail Wellness Symposium: GLP-1 New Product Development & Manufacturing - What's Next?



40 minutes

Join Michael Law from Eagle Labs, Inc., as he leads a dynamic discussion with OTC brands (Lemme, Replenza, and So Well), delving into the world of GLP-1-focused innovation. This panel will explore the latest trends and advancements shaping the category, with key topics including:

- Emerging ingredient trends driving the market
- Co-manufacturing best practices tailored for emerging brands
- Formulation strategies to meet evolving consumer demands

This session is a must-attend for those looking to stay ahead in this rapidly evolving space.

Michael Law, Chief Commercial Officer
Eagle Labs, Inc.

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



40 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

GLP-1 Retail Wellness Symposium: Kroger Fireside Chat



40 minutes

Join Jim Kirby, Chief Commercial Officer of Kroger Health, for an engaging fireside chat exploring Kroger's initiatives to support patients on GLP1 medications. The conversation will delve into Food as Medicine strategies, nutrition management, and ways to drive better health and wellness outcomes. Discover how brands can contribute through innovative programming and assortment solutions to enhance these transformative efforts.

Jim Kirby, PharmD, BCPS, FAPhA, Chief Commercial Officer
Kroger

GLP-1 Retail Wellness Symposium: Networking Reception

80 minutes

GLP-1 Retail Wellness Symposium: Networking Reception

Wednesday, February 12, 2025

Buyers' Choice Awards

30 minutes

Join us for the Buyers' Choice Awards hosted by ECRM and Drug Store News! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!