

## 2025 Personal Care 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.

Monday, July 14, 2025

#### NielsenIQ: Health & Beauty Innovation Report

**60 minutes**

This report highlights how innovation remains a critical driver of growth in the beauty, health, and wellness sectors, especially amid economic uncertainty. Continued investment in innovation, even during challenging times, positions brands for long-term growth and relevance. We have identified five key innovation trends: Viral on Social, Wellness Focused, Trusted Advisor, Personalization & Inclusivity, and Luxury for All. These trends reflect shifting consumer behaviors, such as increased reliance on social media for product discovery, demand for holistic wellness solutions, and a desire for affordable luxury. Brands that embraced these trends—often through influencer partnerships, inclusive product lines, and digital-first strategies—saw significant success.



Katie Hazlett  
NielsenIQ

Tuesday, July 15, 2025

## Buyers' Choice Awards

**40 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!