

## 2025 Baby & Infant 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, July 15, 2025

#### Navigating Market Trends & Consumer Demands in the Baby Category

**60 minutes**

Today's parents are more informed and selective than ever, shaping the evolving landscape of the baby care market. In this session, Sharon Vinderine, Founder and CEO of Parent Tested Parent Approved (PTPA), will share key insights into the latest trends driving purchasing decisions.

*Sharon Vinderine, Founder and CEO of Parent Tested Parent Approved (PTPA), has played a pivotal role in shaping consumer trust and transparency for nearly two decades. The PTPA Seal of Approval is one of the most sought-after endorsements, trusted by millions of consumers when making purchasing decisions. Under Sharon's leadership, PTPA has solidified its position as the leading authority in brand trust, representing products that deliver on their promises and setting the gold standard for authenticity in the marketplace.*



Sharon Vinderine, Founder and CEO  
Parent Tested Parent Approved