2026 Total Wellness: GLP-1, Weight Management, Nutrition & 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.

ECRM Wellness Symposium

210 minutes

Join retail buyers, brands, and industry leaders for a fast-paced program exploring the biggest forces in wellness. Through keynotes, panels, and quick-hit case studies, we'll dig into GLP-1 and weight-management support, gut health and the microbiome, women's health, functional foods, the consumer mindset around total wellness, and various other topics impacting these categories. Expect practical insights, data-backed takeaways, and actionable playbooks you can use immediately.

Beyond the Scale: Tracking GLP-1s, Vitamins & the New Consumer Mindset
Yvonne Buisson, Senior Director, Small Client Sale, NIQ

Council for Responsible Nutrition: Regulatory Update & the MAHA Movement
Steve Mister, President & CEO, Council for Responsible Nutrition

Navigating the GLP-1 Wellness Revolution: Ingredient Trends, Science, & Scale
Moderator Michael Law, Chief Commercial Officer, Eagle Labs

From DTC to B&M: The Playbook for H&W Brands Crossing the Chasm
Brooks Powell, Founder & CEO, Cheers

Ketone Supplements: Shaping the Future of Metabolic Health & Cross Category Growth
Dr. Kevin Foley, Co-Founder, and Courtney Roundy, CEO, Tecton Ketones

Supplier Spotlight

60 minutes

Kick off the session in style! During our opening cocktail reception, we'll feature *Supplier Spotlights,* a showcase where participating suppliers can spotlight one standout product for buyers to check out. It's free to participate for suppliers, and a great way to spark conversations and get your brand noticed right from day one. Buyers, be sure to stop by and check out the featured products throughout the reception!

Wednesday, February 11, 2026

Meet & Greet with GNC

60 minutes

Join us to grab a coffee and meet the GNC team.

This is an informal opportunity to say hello and introduce yourself.

**Suppliers only*

Pickleball hosted by DrugStore Management/Non-Foods Management

120 minutes

Join us for an evening of open play and great company. This is your chance to unwind, connect, and have some pickleball fun.

Please sign up in advance to join us

Hosted by DrugStore Management/Non-Foods Management & ECRM