

## 2025 European Colour Cosmetics and Fragrance 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 4, 2025

#### Panel Discussion: Connecting European Beauty Suppliers with CVS Health

**45 minutes**

Join **Selena Cox**, Divisional Merchandise Manager for Beauty Care at CVS Health, and **Alfredo Martinez**, AVP of the Hispanic Strategy Team, for an engaging panel discussion tailored for European beauty suppliers looking to expand into the U.S. market. This session will focus on emerging beauty trends, innovation opportunities, and how international suppliers can partner with CVS Health to reach diverse consumer segments.

Selena and Alfredo will share insights on CVS's unique store formats, including **CVS Pharmacy y más** and **Navarro Discount Pharmacies**, which cater specifically to Hispanic consumers with culturally relevant products and bilingual services. Learn how these formats offer strategic opportunities for international brands to enter the U.S. market and drive growth.

Don't miss this chance to explore how your brand can align with CVS's commitment to delivering personalized and inclusive care through its extensive retail network of over 9,000 locations.

Selena Cox & Alfredo Martinez , hosting alongside ECRM  
CVS Health