



## 2025 Sun 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, June 9, 2025

Panel Discussion: The State of Skin Care

**60 minutes**

Join us for an engaging panel discussion exploring today's most pressing and promising topics in skin care. Moderated by Chris Stanton of The Mosaic Group, this session will feature expert insights from Ally Basak of Novi Connect, along with perspectives from leading retailers and influential voices in consumer trends. Don't miss this dynamic conversation on where the industry is now and where it's headed next.

**The Mosaic Group**, founded and led by 30-year industry veteran Chris Stanton is a multi-media mass retail trade platform dedicated to bridging the gap between innovative consumer packaged goods (CPG) companies and food, drug, and mass retailers. Our mission is to spotlight new and emerging products, helping retailers stay ahead of market trends and discover unique opportunities for their shelves.

The Mosaic Group offers CPG companies multiple platforms to showcase their products to influential retail buyers across Food, Drug, Mass & Club stores, with engaging content, industry stats, and digital advertising. Retail Brand Discover (RBD) is where ideas meet execution in the world of retail. Suppliers can provide links that provide instant access to more information.

The Mosaic Group offers trade communication platforms spanning digital, podcast, product sampling, and consulting services, all designed to bring CPG brands closer to retail decision makers. For retailers, TMG is a resource to streamline product discovery and enhance decision-making.

**Novi Connect** helps CPG brands build trust, earn loyalty, and drive sales by streamlining certifications and independently verifying data on raw ingredients, product formulations, business practices, and marketing claims. We also partner with leading retailers, including Target, Sephora, Amazon, and Macy's, to create merchandising programs that feature brands with elevated standards for human health and sustainability. These programs attract a growing demographic of conscious consumers to stores and online sites and drive retailer brand preference.

Novi Connect is headquartered in the SF Bay Area with offices in LA and presences in NYC, Nashville, and Toronto. We're backed by leading venture capital firms Greylock Partners, Khosla Ventures, Maveron Ventures, Cowboy Ventures, and Tiger Global; clean living pioneer Jessica Alba; and the board members and founders of Clorox, P&G, The Honest Company, Wealthfront, OpenTable, and Eventbrite.

Drawing on her background in law and compliance, **Ally Basak** advises CPG brands, DTC companies, and large corporations on interpreting and applying advertising regulations and consumer protection laws. She is a thought leader on values-based shopping, authentic leadership, brand identity systems, and how to build the business case for investments in brand and creative.

Tuesday, June 10, 2025

## NextGen Beauty Picks

### **60 minutes**

All attendees—along with local teens and young adults—will have the opportunity to sample and test products, voting for their favorites in each category: Skin Care, Cosmetics, Bath, and Sun Care. (\*Beauty tools will be included within their respective categories.)

Awards will be presented to the top picks, with winners announced that evening. The NextGen Beauty Picks will take place on-site, providing suppliers with a unique opportunity to gain valuable feedback from both industry professionals and the next generation of beauty consumers.

Suppliers may submit up to three products for consideration. ECRM will provide tables, and participants are responsible for any additional materials needed for product testing.

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## 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!