



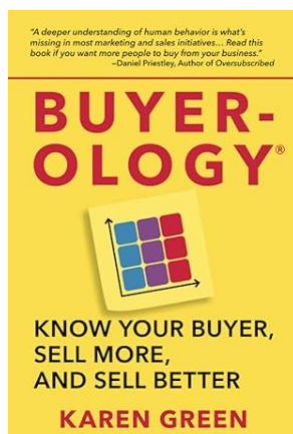
H&BA

The Health & Beauty Association

Founded in 1969, the H&BA is a 'not for profit' trade association for senior sales and marketing executives of health and beauty brand suppliers in the UK.

By understanding our members' key challenges, the H&BA brings insights and thought leadership to support sales, marketing and shopper marketing effectiveness.

<https://thehba.co.uk>



H&BA Members Series – Autumn 2024

Programme & Keynote Presenters
26th September to 12th December

Each H&BA event is aligned to one or more of the H&BA Roadmap Areas



growing into
**NEW
SPACES**

1. New channels
2. New geographies
3. New categories



managing change in
**TRADITIONAL
SPACES**

1. Local pharmacies
2. Managing discounters
3. Pressure from the major multiples



meeting changing
**CONSUMER
DEMANDS**

1. Growing demands for sustainability
2. Importance of convenience
3. Personalisation & experience



[Click here to read the current H&BA Roadmap](#)

When	Roadmap Related Area	Presenter
Thursday 26th September 10:00 – 11:00	Optimising Retail Media Boots Media Group	Georgia Martin Partnership Director at Boots Media Group
Thursday 10th October 10:00 – 11:00	Amazon – Being a vendor Risks and opportunities for HBPC suppliers	Louise Armour Head of Business Development at Rosetta Brands
Thursday 24th October 10:00 – 11:00	Packaging & Recycling Tools and support for HBPC suppliers to navigate recycling	Alice Harlock Director of Technical and Member Services OPRL
Thursday 7th November 10:00 – 11:00	HBPC State Of The Nation Health Beauty & Personal Care NIQ Market review	Alex Heffernan Insight Manager (HBPC) at NielsenIQ
Thursday 21st November 10:00 – 11:00	Revenue Management – Gross to Net Building defendable trading terms	Christian Rebholz Partner at Simon-Kucher & Partners
Thursday 12th December 10:00 – 11:00	Buyer-ology: Know your buyer, sell more and sell better Insights from a former Boots buyer	Karen Green Business consultant and Best-selling Author



**Georgia Martin –
Partnership Director at Boots Media Group**

Georgia began her career in retail with New Look and Matalan before moving into media in client management and director roles with Capture and Threefold Agency. Georgia joined Boots media in 2001 and was honoured on the [Path to Purchase Institute](#) 40 under 40 list as one of 2024's trailblazing leaders in omnichannel marketing.



**Alex Heffernan –
Insight Manager (HBPC) at NielsenIQ**

Alex is Senior Insight Manager with a demonstrated history of working in FMCG, both client-side and agency-side. Skilled in Category Insight, Market Research, Analysis, and Data Presentation. Strong analytical professional with a Bachelor's Degree focused in Business Economics from University of Surrey.



**Louise Armour –
Head of Business Development at Rosetta Brands**

Starting as the sole Business Development Manager at Rosetta Brands, Louise has been at the forefront of new business. Since receiving private equity investment from Rockpool Investments the new business team has expanded, which she now heads up. Her primary focuses include advancing European expansion and amplifying Rosetta Brands' UK presence. She leverages her expertise in identifying opportunities, forging impactful partnerships and propelling brands toward their full potential on Amazon.”



**Christian Rebholz-
Partner at Simon-Kucher & Partners**

Christian is based in Munich and delivers global projects in strategy, pricing, marketing and sales to support our clients in achieving profitable growth. Simon Kucher & Partners sole focus is on [unlocking better growth](#) for their clients, increasing their long-term sales, value, and profit. They achieve this by optimizing every lever of the commercial strategy – product, price, innovation, marketing, and sales



**Alice Harlock -
Director of Technical and Member Services at OPRL**

Alice has worked for OPRL since 2014 and heads up the Member Support team, providing support on labelling of packaging and determining recyclability. Alice started her career at HDRA as part of the Sustainable Waste Team. She moved to WRAP in 2005 to continue work on consumer communications through the Home Composting Programme, Recycle Now and Recycle for London campaigns.



**Karen Green –
Business consultant and Best-selling Author**

A former buyer at Boots, Karen is now a consultant and speaker and improves sales and communication for b2b entrepreneurs and companies, whether they are pitching ideas, products/services or themselves, by creating a structured understanding of their customers. Karens clients are varied from UN International Trade Centre, Virgin Start up to small food entrepreneurs. Together, they have closed contracts of over £150m and won retailer listings from Selfridges to Tesco.



Lyndon Beardsley

H&BA Director & General Secretary

Lyndon developed and delivered global sales excellence programmes and led International Customer Management at Boehringer CHC and Sanofi. He has over 30 years sales experience gained with major businesses including PepsiCo; Boots Healthcare International and Kodak. Lyndon was appointed H&BA General secretary in July 2019.



David Mitchell

H&BA Chairman

David was Head of Pharmacy at Johnson & Johnson and Commercial Director at McNeil Products. David was also a Trustee Director of the J&J UK Pension Plan and a director of The Proprietary Association of Great Britain. David now runs his own consulting business providing high quality health and wellness advice and support to manufacturers and pharmacy owners.



Paul Hawkins

H&BA Hon Vice President

Paul was the H&BA General Secretary for over 15 years. Paul is an experienced commercial business Manager with 40 years experience of the consumer healthcare industry and over 45 years of the UK trading environment. He was UK Sales Director with Wyeth Consumer Healthcare,



Fiona Prince - The Mentholatum Company

Fiona is the Head Of Sales for Grocery at The Mentholatum company having held senior sales roles at Hain Daniels Group and Mondelez International. Fiona is highly experienced with a demonstrated history of working in the health and beauty industry. Skilled in Sales, Account Management, Product Development, Fast-Moving Consumer Goods (FMCG), and Business Development



Mandy Willmore - Powermed UK

Mandy is Managing Director of Powermed and has over 20 years experience in the Health & Beauty industry. Mandy has held senior management positions with Boots Healthcare International, heading up the Sales & Development function working with brands such as Nurofen, Strepsils, Optrex and E45. In 2006 she established her own sales, marketing & distribution contract sales company specialising in the pharmacy and healthfood channels.



Viviana Moreno - Colgate Palmolive

Viviana has led cross functional teams in FMCG for more than 20 years around the world. Her experience from developing markets in Latin America such as Mexico and Puerto Rico as well as developed markets like the United States and the UK, have allowed her to create and execute commercial strategies while embedding new ways of working and driving the cultural transformation at Colgate Palmolive.



James Firth - Church & Dwight

James has over 20 years commercial experience primarily gained with in the FMCG healthcare sector. As business unit head for high street & pharmacy at Church & Dwight since 2019 James draws upon his considerable experience in: Pharmacy, National Retail and Wholesale Channels. He is described as "A charismatic leader that is able to find solutions in any challenging situation.



Paul Kemsley - Ceuta Healthcare

Paul has over 25 years commercial experience in FMCG and over 15 at a senior level within the H&BA industry. Having started his career in sales with Britvic, Paul went onto senior sales and commercial leadership roles within Wella and currently at Ceuta Healthcare (part of the Ceuta Group). Paul heads up the major U.K. retail sales channel and also has responsibility for both domestic and international clients.



Janette Block - Sea band

Janette has worked in the health and beauty industry for 30 years, starting her career in 1988 with Omega Pharma and progressing from grass- roots pharmacy sales through to National Account Controller roles. She joined DDD Ltd in 2008 having a focus on the Walgreen Boots Account and went on to client facing roles, managing key relationships with DDD's external principal base.



Martyn Buckley - Infirst Ltd.

Martyn has worked for over 25 years in the health and beauty industry, developing product innovations as well as working on established category leading brands. He specialises in bringing new products to market, developing new sub categories in established market segments. Martyn is the Director of Sales & Marketing Activation at Infirst Ltd.



Johnathan Pulley - Grafton International

Johnathan's commercial career in beauty started at Coty and he is now national account director at Grafton International. He is an experienced account director with a demonstrated history of sales growth, profit delivery with very strong commercial acumen his experience extends across FMCG cosmetics sales, retail, and business development. Jonathan has a strong entrepreneurial mind set and believes in enjoying your work.



Director: Lyndon Beardsley

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www.linkedin.com/in/thehealthandbeautyassociation

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