



# 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 accelerate growth of H&BA member businesses and health & beauty categories

<https://thehba.co.uk>



## H&BA Members Series – Spring 2025

Programme & Keynote Presenters  
16<sup>th</sup> January to 24<sup>th</sup> April

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



## SHIFTING CONSUMER BEHAVIOURS

1. Demographic shifts
2. The informed consumer
3. Evolving paths to purchase
4. Economic dynamics
5. Changing consumer demands

## CHANGING RETAIL LANDSCAPE

1. Role of Brick & Mortar
2. Role of e-commerce
3. Route to market evolution
4. Revenue growth management
5. Marketing mix (4Ps)

## GROWTH ENABLERS

1. Tech, AI & Data
2. People & leadership
3. Process excellence



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

When	Roadmap Related Area	Presenter
Thursday <b>16<sup>th</sup> January</b> 10:00 – 11:00	<b>Driving Online Revenue For Global Brands In Asia</b> Through data, analytics, e-commerce solutions and more	<b>Zarina Kanji</b> Managing Director UK & Europe, WPIC
Thursday <b>23<sup>rd</sup> January</b> 10:00 – 11:30	<b>NielsenIQ - State of the Nation 2025:</b> The Future of Retail - Live Webinar	<b>This session is hosted by NielsenIQ</b> Katrina Bishop, UK Thought Leadership Activation Manager & Rachel White Managing Director UK&I, NielsenIQ
Thursday <b>13<sup>th</sup> February</b>  <i>2 Sessions</i>	<b>Circana (Formerly IRI)</b> Category Reviews For 2024 And 2025 Outlook 10:00 – 11:00 <b>Healthcare</b> 13:00 – 14:00 <b>Beauty +Personal Care</b>	<b>Melissa Petch</b> Client Director Healthcare, Beauty and Non-Food Circana
Thursday <b>27<sup>th</sup> February</b> 10:00 – 11:00	<b>GSCOP Aligned Trade Terms Negotiating ..</b> Even if your products are not GSCOP designated	<b>Louise Lupton</b> Consultant at Amplius Partners
Thursday <b>13<sup>th</sup> March</b> 10:00 – 11:30	<b>Kantar Health, Beauty &amp; Personal Care</b> Market Review And Key Trends For 2025	<b>Matthew Maxwell</b> Business Unit Director Health and Beauty at Kantar Worldpanel
Thursday <b>27<sup>th</sup> March</b> 10:00 – 11:00	<b>Tik Tok Shop</b> Opportunities for Health & Beauty Suppliers	<b>Shahin Sacki</b> Managing Director - Rex Brown Ltd
Thursday <b>24<sup>th</sup> April</b> 10:00 – 11:00	<b>H&amp;BA REVIEW &amp; AGM</b> H&BA Priorities & Roadmap to 2030	<b>H&amp;BA Board of Directors</b>

Exclusively for H&BA Member Companies - Registration required for all events



**Zarina Kanji**

**Managing Director UK & Europe, WPIC**

WPIC Marketing + Technologies drives online revenue for global brands in Asia through data, analytics, e-commerce solutions, essential support services, and more. With 20 years of Western management and APAC operations in digital and IT sectors, WPIC has successfully deployed and grown over 650 brands in Asia and has global reach across China, Japan, Asia Pacific, North America and Europe.



**Katrina Bishop**

**UK Thought Leadership Activation Manager,  
NielsenIQ**



**Rachel White**

**Managing Director UK&I,  
NielsenIQ**



**Melissa Petch**

**Client Director Healthcare, Beauty and Non-Food  
Circana**

With over 17 years of experience in FMCG, Melissa has worked with both retailers and manufacturers, building extensive industry knowledge. As Client Director at Circana, she leads the Beauty and Wellness sector, using data-driven insights to help businesses thrive. Passionate about beauty and wellness, Melissa is dedicated to driving growth through strategic insight



**Louise Lupton**

**Consultant at Amplus Partners**

With over 20 years commercial experience across L'Oréal, Unilever and Diageo, my mission is to elevate negotiation outcomes through tailored training and strategic advisory services through Amplus Partners. My approach harnesses a blend of sales strategy development and business negotiation skills, honed through leadership roles and direct consulting engagements. We focus on empowering clients to navigate complex negotiations with confidence and strategic precision.



**Matthew Maxwell,**

**Business Unit Director**

**Health and Beauty at Kantar Worldpanel**

Matt has over 13 years experience working across Health and Beauty manufacturers and retailers helping them to understand their shoppers and help them find growth for their businesses. Matt currently looks after the Kantar relationship for a number of leading HBA members and also the Health and Beauty PR and Thought Leadership for Kantar in the UK.



**Shahin Sacki**

**Managing Director - Rex Brown Ltd**

Shahin is an Entrepreneurial Managing Director with over 15 years experience establishing SMEs, launching start-ups and evolving strategies that elevate business profits to new heights. He has a proven track record of success in strategically guiding teams towards desired and optimal solutions that strengthen their marketplace positions and highlight their products, establishing large-scale wholesale and multi-channel retail networks.

# H&BA

The Health & Beauty Association

## Annual Conference 2025

15<sup>th</sup> May 2025

Easthampstead Park Hotel, Berkshire

### PROGRAMME

*In Scientia Opportunitas*

## Accelerating Industry Growth



Please note that for reasons beyond the control of the organiser it may prove necessary to change or amend the content or timing of the programme without prior warning

8.30 - 9.30

Registration

9.30

Conference Opens

SESSION 1

**HBPC State of the Nation 2025 – with NielsenIQ**  
Alex Heffernan - Insight Manager (HBPC) at NielsenIQ  
Rachel Havers - UK Business Team Manager

**GSCOP & GCA – H&BA Members Briefing**  
Mark White – Groceries Code Adjudicator

Members Networking

SESSION 2

**The Digital Landscape for HBPC suppliers**  
Daniel Rowles, CEO Target Internet

**Boots – H&BA Members Briefing**  
Richard Stead - Consumer Health & Wellness Director  
Ben Sharpe - Head of Positive Health

Members Networking Lunch

SESSION 3

**Retail Dynamics, Innovation and the Opportunity for Challenger Brands**

Theadora Alexander – CEO YF  
Nick Downing - Business Development Director YF

**Global Consumer Healthcare Trends**  
Nicholas Hall – CEO

Members Networking

SESSION 4

**Growth Drivers For Beauty Brands**  
Millie Kendall OBE – CEO, British Beauty Council

**H&BA Members Discussion Panel**  
**Prioritising the H&BA Members Roadmap to 2030**  
Hosted by Integration Consulting

17:00

Close

19.00

Pre-dinner drinks & Members Dinner





### **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**

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](https://www.linkedin.com/in/thehealthandbeautyassociation)

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Many sessions are available as video on demand ...  
request a link: [info@thehba.co.uk](mailto:info@thehba.co.uk)

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