



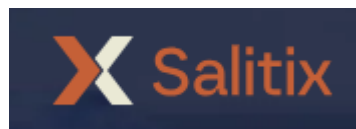
# H&BA

## 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.

**Accelerating Sustainable Industry Growth  
Of Health, Beauty & Personal Care Categories**

<https://thehba.co.uk>



## H&BA Members Series – Autumn 2025

### Digital Events Programme & Keynote Presenters

18<sup>th</sup> September to 4<sup>th</sup> December

## **H&BA Roadmap to 2030**

**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 and download the full H&BA Roadmap](#)



When	Roadmap Related Area	Presenter
Thursday <b>18<sup>th</sup> September</b> 10:00 – 11:00	<b>Maximising Sales With Behavioural Science</b> How an understanding of birthdays, jam and car washes can increase sales	<b>Trevor Gore</b> Maestro Consulting And Associate Director at the Institute for Collaborative Working (ICW)
Thursday <b>2<sup>nd</sup> October</b> 10:00 – 11:00	<b>How much profit are you leaving on the table?</b> How to retain profit and how to optimise revenue Related areas: GSCOP, trade terms & sales planning	<b>Ben Lewis</b> Chief Sales Officer, Salitix Ltd
Thursday <b>16<sup>th</sup> October</b> 10:00 – 11:00	<b>Achieving Differentiation In A Crowded Market Place</b> Using the principles of category management to enhance retailer relationships and influence their decisions	<b>Patrick Finlay &amp; Amit Malhan</b> Joint Managing Directors The Category Management Company
Thursday <b>6<sup>th</sup> November</b> 10:00 – 11:00	<b>HBPC State Of The Nation</b> Health Beauty & Personal Care - NIQ Market review	<b>Alex Heffernan</b> Insight Manager (HBPC) at NielsenIQ
Thursday <b>20<sup>th</sup> November</b> 10:00 – 11:00	<b>Executing Brand Communications To Drive Results</b> Consumer expectations, digital, social, green, and more ..	<b>Pauline Kent</b> Managing Director, Satellite PR
Tuesday <b>2<sup>nd</sup> December</b> 10:00 – 11:00	<b>FOCUS ON – Achieving promo mastery</b> Balancing profit, growth, and brand equity	<b>Bhavisha Gandesha</b> Consumer Goods Director, Simon-Kucher



## H&BA Members Series – Autumn 2025

### Keynote Presenters



#### **Trevor Gore**

##### **Maestro Consulting And Associate Director at the Institute for Collaborative Working**

Trevor is a Senior Leader with over 35 years of connecting health and wellness brands with their customers and consumers. He is Founder and Director of Maestro Consulting, Self Care Forum Trustee and an Associate Director at the Institute for Collaborative Working (ICW)



#### **Ben Lewis**

##### **Salitix Limited**

Ben is the Chief Sales Officer at Salitix, an industry leader in trade spend profit recovery. With a background in forensic auditing, Ben is a specialist in understanding how to plan trade investments and importantly how to ensure that suppliers investments are consistent with agreed trading terms – and if not, how to recover supplier profit and minimise profit erosion.



#### **Patrick Finlay**

##### **The Category Management Company**

Patrick is co-founder and lead consultant with category management experts The Category Management Company. With 35 years of category, marketing and sales experience he has worked in the UK and globally adding value to businesses such as Boehringer Ingelheim, Danone, Teva, Diageo, Ceuta Group, Sainsbury's and Tesco.



#### **Amit Malhan**

##### **The Category Management Company**

Amit is co-founder and lead consultant with category management experts The Category Management Company. He has over 20 years of category, sales and shopper experience providing insight led growth solutions for FMCG suppliers and retailers such as GSK, Reckitt, Sanofi, Scholl, Ceuta Group, Tesco and Woolworth SA.



#### **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.



#### **Pauline Kent**

##### **Managing Director at Satellite PR**

Pauline Kent is MD of Satellite Health, an award-winning European healthcare agency with clients spanning gut health, beauty, oral hygiene, nutrition and pet care. Her agency has won more OTC awards for PR than any other agency in the UK and their work includes everything from media relations and social media to the production of films and podcasts. Before setting up Satellite Health, Pauline was European Creative Director for Porter Novelli. She has been described as a game changer who enjoys working with clients to make things happen.



#### **Bhavisha Gandesha**

##### **Consumer Goods Director, Simon-Kucher**

Bhavisha is a Commercial Strategy expert known for developing innovative growth strategies and driving successful change initiatives. With experience across Net Revenue Management, Category Development and Shopper Marketing from businesses such as Haleon, Perrigo Consumer Healthcare, Henkel and Heinz, she brings a strong focus on driving results as well as fostering a culture of growth and commercial excellence.



### 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

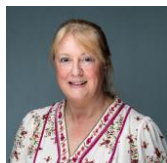
H&BA Hon Vice President

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.



### Sam Prior - Colgate Palmolive

Sam Prior has been with Colgate-Palmolive for 12 years and is currently the Senior Customer Director for the UK & Ireland. His experience encompasses both the UK and the US, during a three-year tenure working with Walmart & Amazon. Sam's leadership has been pivotal in transforming customer engagement by developing and executing innovative commercial strategies that drive growth and innovation.



### 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.thehba.co.uk](http://www.thehba.co.uk)

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

Presentations for all H&BA events : Search and  
download presentations here:



## **Missed an event?**

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

Events: 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 H&BA programmes without prior warning