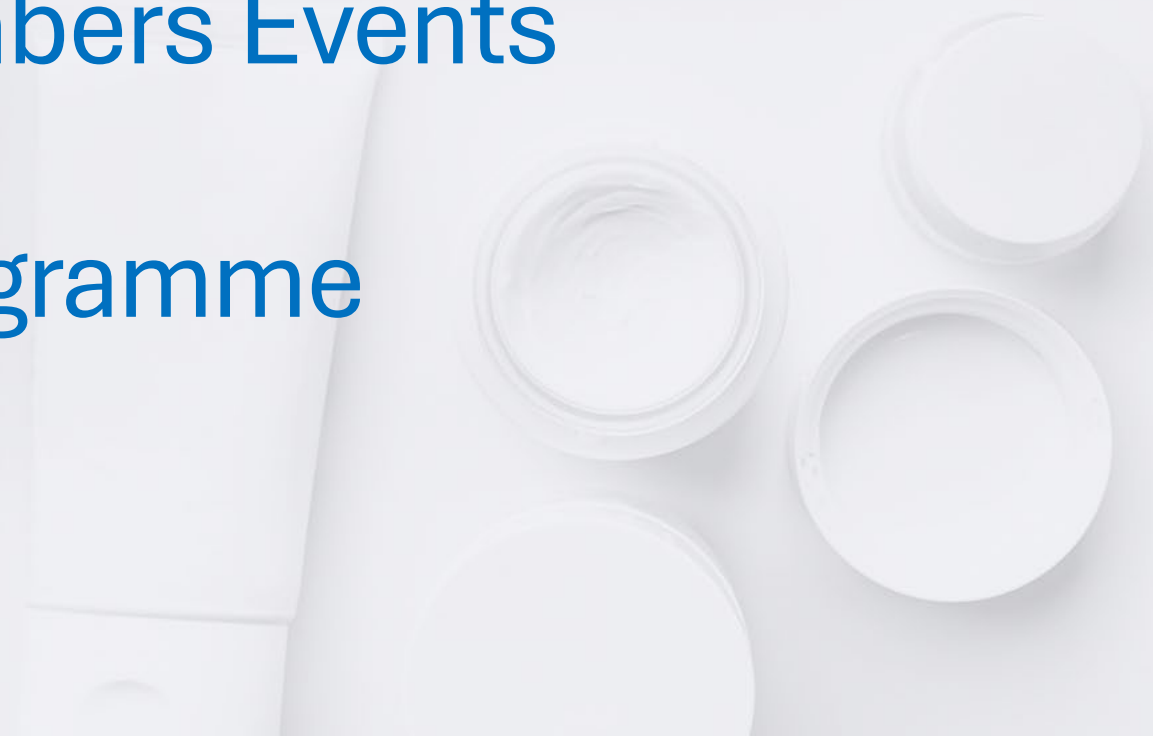


H&BA

The Health & Beauty Association

Spring 26 Members Events

Digital Programme



Welcome to the Spring 2026 Digital Programme, part of our 2026 Members Series

Our goals

By understanding our members' key challenges, the H&BA brings insights and thought leadership to accelerate sustainable growth in the health and beauty categories

Our Strategic Roadmap identified the critical shifts and trends that will require strategic planning and adaptation, and our digital events play a key role in delivering relevant and insightful content to support industry growth

[Click here for the 2030 Roadmap](#)

What you can expect in the Spring digital programme

5 Digital masterclasses that will provide immersive, expert-led guidance and learning designed to support you navigate the 3 key Roadmap trends of shifting consumer behaviour, changing retail landscape and growth enablers.

We have masterclasses this season covering leadership, operational excellence and e-commerce presence

2 Insights exchanges that will provide the data, insights and opportunities that will support you navigate changing consumer behaviours, route to market evolution and the changing retail landscape

Q&A opportunities We aim to leave time for your questions and if not answered in the session, will follow up to ensure you get what you need answered

When	What / Roadmap related area	Presenter	Topic
Thursday 22 nd January 10 –11am	Leadership development masterclass from the Mental Wealth Revolution	Jules Mitchell, Firestarter & Creator	Ignite Your Brilliance: The Capacity Reset for 2026
Thursday 29 th January 10-11am	Revenue growth masterclass from Simon-Kucher	Bhavisha Gandesha, Consumer Goods Director	Focus on – Achieving promo mastery
Thursday 5 th February 10-11.30 am	Insights exchange from Circana	Melissa Petch, Client Director, Alex Lawrence, Senior Strategic Insights Director June Jenson, VP & Head of UK Beauty	Health & Beauty Market Review 10-10.45am Healthcare focus 10.45-11.30am Beauty focus
Thursday 26 th February 10-11am	Insights exchange from Beauty at Worldpanel by Numerator	Matt Maxwell, Business Unit Director Health & Beauty	Decoding Health & Beauty for 2026
Thursday 5 th March 10-11am	Retailer masterclass from Minsterfb, full-service Amazon agency	Ruth Murray, founder, owner and marketing director	Building success with Amazon
Thursday 19 th March 10-11am	Leadership development masterclass from Gap Partnership	Ryan Gray, Principal Negotiation Consultant,	Strategic Negotiations
Thursday 16 th April 10-11am	Operational excellence masterclass from the GCA	Mark White, Groceries Code Adjudicator	GCA Compliance update and priorities for 2026

22nd January



Jules Mitchell is the Mental Wealth Firestarter and the creator of The Mental Wealth Revolution - a bold movement flipping outdated mental-health thinking on its head. Her message is simple and seismic: people are not broken. They are brilliant - and often just overloaded. Blending neuroscience, nervous system regulation and identity-level change with her signature clarity and candour, Jules delivers work that doesn't just inform - it transforms. Her sessions help professionals understand why they feel overwhelmed, anxious or "not enough", and show them how to rebuild the internal steadiness, safety and self-worth that allow both people and businesses to thrive.

29th January



Bhavisha Gandesha

Consumer Goods & Retail Practice Director,
Simon-Kucher

Bhavisha is a Commercial Strategy expert known for developing innovative growth strategies and driving successful change initiatives. As a passionate leader, Bhavisha is dedicated to creating, coaching, and leading high-performing teams where individuals can thrive and reach their full potential. With a track record of success, she brings a strong focus on driving results and fostering a culture of growth and excellence.

5th February



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



Alex Lawrence is the Senior Strategic Insights Director for the UK CPG business vertical. Alex has been with Circana for the past 6 years and spent the bulk of that time as the Account Leader for Circana's UK P&G business. Prior to that Alex has enjoyed roles at Acxiom, Claritas, Spectra and notably at Scottish Courage as the UK's Marketing Information Manager. Alex has a Masters Degree in Strategic Marketing Management from Kingston University



June Jensen leads UK Prestige Beauty and EMEA Thought Leadership at Circana. She previously headed the UK operation at The NPD Group, where she served as UK Country Leader and Executive Director for Beauty UK for over 15 years. During her tenure, she also held European commercial leadership roles.

Following the acquisition of NPD by IRI, June transitioned into Circana, continuing to contribute to the development of insights and strategies for the global beauty industry. Her earlier career includes positions at IRI, Dun & Bradstreet, Gartner, KLM UK, and roles within the fashion sector.

26th February



Matthew Maxwell

Business Unit Director

Health and Beauty at Worldpanel by Numerator

Matt has over 14 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 Worldpanel by Numerator relationship for a number of leading HBA members and also the Health and Beauty PR and Thought Leadership for Worldpanel in the UK.

19th March



Ryan Gray

Principle Negotiation Consultant

The Gap Partnership

Ryan joined The Gap Partnership in 2012 following the successful sale of his own business. Bringing with him a wealth of experience of managing the relationships of some of the worlds largest CPG organisations and managing large sales teams. This facilitated growth for not only his own business - but most importantly his clients. His roles since joining The Gap Partnership had a constant focus on Retail and CPG. Ryan has been involved with, and overseen significant cultural change programmes across some of Europe's largest retailers and in the last 3 years their suppliers, working extensively with buying teams, sales functions, marketing and leadership.

5th March



Ruth Murray is a founder, owner and Marketing director of MinsterFB, a full-service Amazon Agency working in the UK for consumer goods clients around the world. MinsterFB are a H&BA member and support a number of our Members with their Amazon operations, listings and advertising. MinsterFB made the final 3 for the Amazon Ads Partner Awards for Global Expansion in 2024 and won the Challenger Brand EMEA award this year with a case study on the Histallay brand for Dr Reddy's Laboratories, showing how a new entrant in the allergy category secured their place on Amazon's competitive marketplace against heavy competition. They also won 'Best Use of Amazon Ads' in the European Paid Media awards for their work with the Baylis & Harding brand.

16th April



Mark White was appointed Groceries Code Adjudicator in October 2020. Mark is a solicitor, with extensive international experience across sectors and a track record of delivering legal, governance and compliance across complex organisations.