

# Annual Conference

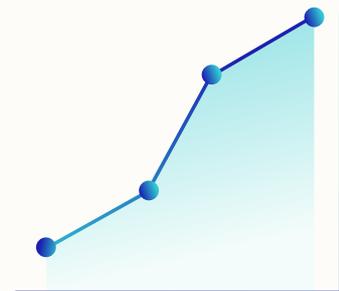
2026

CONNECTING FOR  
**GROWTH**



## What does 'Connecting for Growth' look like?

2026 Conference *in numbers..*  
Bringing together industry experts,  
retailers, ambassadors and business  
owners for the 6<sup>th</sup> Annual Flagship  
Conference, this year you will see...



11

Content Rich Sessions

7+

Hours Of Content

140+

Industry Colleagues In  
Attendance

Up to 7

Hours Of Networking

40+

Established Health & Beauty Brands In Attendance

# What To Expect

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“For over 57 years the H&BA has valued the power of connection and this year we aim to provide thought-provoking insights that generate inspiration and discussion to further develop and grow the Health and Beauty industry” —  
**Debbie Rix, CEO, H&BA**

# 2026 Programme so far

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“Alone we can  
do so little,  
together we can  
do so much”

## **Exclusive Members Briefing**

Alex Jefferson, Category Director - Health, Beauty & Wellness, J Sainsbury

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## **The real impact & opportunity of AI**

CEO & Lead Trainer, Target Internet

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## **The opportunity for social commerce for Health and Beauty**

Paivi Korvela, CEO & Founder, SiltaSocial

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## **Technically brilliant to visibly brilliant**

Esther Stanhope, The Impact Guru

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## **Decoding health & beauty in 2026**

Matt Maxwell, Worldpanel by Numerator

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## **Inside Amazon, how to accelerate your brand**

Ruth Murray, Founder & CMO, Minsterfb

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## **The Evolving UK Pharmacy landscape**

The Insights team, IQVIA

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## **Growing Legacy brands**

David Wadsworth, Cornerstone

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## **State of the Nation: H&B Edit**

Alex Heffernan, NielsenIQ

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## **Roadmap to 2030, 1 year on**

Jamie Gale, Integration

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**...and more to come**

## 🔊 Exclusive Retailer Keynote Announced

**We are delighted to confirm a major new addition to the 2026 H&BA Conference programme.**

A retailer keynote is always one of the most anticipated sessions of the day, and we are pleased to welcome **Alex Jefferson**, Category Director - Health, Beauty & Wellness, J Sainsbury.



### Members Briefing with Alex Jefferson Category Director – Health, Beauty & Wellness, J Sainsbury.

Alex Jefferson is a results-driven retail leader with extensive experience across health, beauty and wellness in large-scale, fast-paced retail environments. In her current role at **J Sainsbury**, she is responsible for category strategy and performance, with a strong track record of delivering sustainable growth through customer insight, commercial rigour and collaborative leadership.

Her experience spans end-to-end category management, including range strategy, pricing, promotions, supplier partnerships and long-term category planning. She is known for combining strategic vision with practical execution, turning plans into clear outcomes for customers, colleagues and the wider business.

Alex previously held roles at **Tesco**, where she built a strong foundation in grocery retail and worked across cross-functional teams to simplify processes, improve ways of working and unlock value.

She is recognised as a trusted leader who builds high-performing teams, develops talent and fosters inclusive, values-led cultures. Commercially astute, analytically strong and customer-focused, Alex is passionate about health, wellbeing, and the role retailers can play in improving everyday lives.

### Why this matters

Retailer insight remains one of the most valued parts of the H&BA Conference programme, offering members a unique opportunity to hear directly from senior decision-makers shaping the future of the sector.

# 2025 Partners

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Interested in sponsorship opportunities in 2026? Please email [info@thehba.co.uk](mailto:info@thehba.co.uk).



## Register For Your Ticket

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### Prices

- Day Delegate, Members Price: **£225 + vat**
- Day Delegate, Non-Members Price: **£325 + vat**
- Dinner, Members Price: **£65 + vat**
- Dinner, Non Members Price: **£75 + vat**

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