

Annual Conference

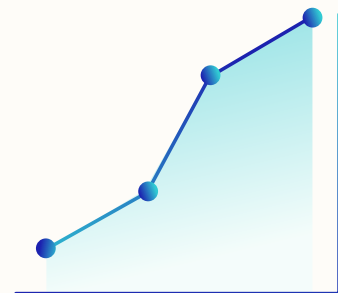
2026

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 6th 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



“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

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

Exclusive Members Briefing

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

The real impact & opportunity of AI

CEO & Lead Trainer, Target Internet

The opportunity for TikTok shop for H&B

Paivi Korvela, CEO & Founder, SiltaSocial

Technically brilliant to visibly brilliant

Esther Stanhope, The Impact Guru

Decoding health & beauty in 2026

Matt Maxwell, Worldpanel by Numerator

Inside Amazon, how to accelerate your brand

Ruth Murray, Founder & CMO, Minsterfb

The Evolving UK Pharmacy landscape

The Insights team, IQVIA

Growing Legacy brands

David Wadsworth, Cornerstone

State of the Nation: H&B Edit

Alex Heffernan, NielsenIQ

Roadmap to 2030, 1 year on

Jamie Gale, Integration

...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

Interested in sponsorship opportunities in 2026? Please email info@thehba.co.uk.



Register For Your Ticket

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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