



ANNUAL CONFERENCE 2026

14 MAY 2026

Easthampstead Park Hotel, Wokingham, RG40 3DF

REGISTRATION / TEA & COFFEE **8:30 AM**

OPENING REMARKS **9:30 AM**

Debbie Rix, CEO, The Health & Beauty Association

**UNTAPPED GROWTH: THE UNDERSERVED MENOPAUSAL
CONSUMER OPPORTUNITY** **9:35 AM**

Matt Maxwell, Business Unit Director, **Worldpanel by Numerator**
Heather Jackson, CEO, **GenM**

**INSIDE AMAZON: ACCELERATING BRAND
GROWTH WITH DATA** **10:15 AM**

Ruth Murray, Founder, Owner & Marketing Director, **Minsterfb**

NETWORKING / COFFEE BREAK **10:55 AM**

**THE TIKTOK SHOP PLAYBOOK: SCALING HEALTH
& BEAUTY BRANDS IN THE NEW COMMERCE ERA** **11:15 AM**

Päivi Korvela, Founder and CEO, **Silta Social**

**BEYOND THE BUZZ: THE REAL OPPORTUNITY OF
AI IN HEALTH & BEAUTY** **11:55 AM**

Daniel Rowles, CEO & Lead Trainer, **Target Internet**

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H&BA

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LUNCH **12:35 PM**

TECHNICALLY BRILLIANT TO VISIBLY BRILLIANT **1:45 PM**

Esther Stanhope, The Impact Guru, **Esther Stanhope Ltd**

**THE NEW 4PS: BUILDING CUSTOMER-FIRST
GROWTH STRATEGIES** **2:20 PM**

David Wadsworth, Managing Director, **Cornerstone Design & Marketing**
Georgia Mundy, Global Portfolio Director Skincare, **Karo Healthcare**

NETWORKING / COFFEE BREAK **3:00 PM**

**CONNECTING FOR GROWTH; BRINGING HIGH STREET
ENERGY TO EVERYDAY HEALTH, BEAUTY AND
WELLNESS AT SAINSBURYS** **3:20 PM**

Alex Jefferson, Category Director, Health, beauty & wellness, **J. Sainsburys**

**THE EVOLVING PHARMACY LANDSCAPE - GROWTH
OPPORTUNITIES FOR HEALTH AND BEAUTY BRANDS** **4:00 PM**

Jo Redding, Director - Supplier Relationships Market Intelligence,
UK & Ireland, **IQVIA**

BREAK **4:40 PM**

**THE ROADMAP REVISITED: WINNERS,
SLOWDOWNS & WHAT'S NEXT** **4:50 PM**

Chair: Jamie Gale, UK Partner, **Integration Consulting**
Jaqui Burchall, Chief Commercial Officer, **British Beauty Council**
Jonathan Pulley, National Account Director, **Grafton International and H&BA Board**
Alex Heffernan, Insight Manager & Claire Rawlingson, Analytics Executive, **NielsenIQ**

CLOSING REMARKS **5:30 PM**

Debbie Rix, CEO, The Health & Beauty Association

