

## ORANGE CONFERENCE ROOM

### THURSDAY, MARCH 30<sup>th</sup>

**h. 10.30 am – 11.00 am**  
PRESENTATION -

**Psycare and Emotional Beauty: the Rise of a New Category in the Beauty Industry**

With Chiara Bonucci, Sales & Marketing Manager Italy BEAUTYSTREAMS  
**SLIDESHOW**

**h. 11.30 am – 12.30 pm**  
PANEL **SLIDESHOW**

**Winning Strategies for Navigating 280+ niche brands at Esxence**

Moderator Sarah Colton, Perfume Writer, Videographer and Author of the book "Bad Girls -Perfume Tips and Tales"

**h. 2.00 pm – 3.00 pm**  
PANEL

**Leading By A Nose: Perfumers Speak Out on Education, Diversity & Creativity**

Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer  
**SLIDESHOW**

**h. 4.00 pm – 5.00 pm**  
**WORKSHOP - EXPERIENCE LAB**

**The False Myths of Cosmetics**

**The most dangerous 'fake news' are the half-truths**  
With Annalisa Betti, Journalist and Matteo Locatelli, CEO "Pink Frogs Cosmetics"

**h. 5.00 pm – 6.00 pm**  
**WORKSHOP - EXPERIENCE LAB**

**Cosm-ethnic Formulation - How to formulate a cosmetic product with an ethical approach**

With Rossella Valenza, Cosmetologist and Chemist

### FRIDAY, MARCH 31<sup>st</sup>

**h. 10.00 am – 11.00 am**  
VIDEO PRESENTATION

**The Online Revolution: Fragrance Retail in a Digital Age**

With Michael Edwards, Founder of Fragrances of the World and Pankaj Patel, Director of Technology, Fragrances of the World

**h. 11.30 am – 12.30 pm**  
WORKSHOP

**Sniffing Out Opportunities in China & Korea**

Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer

**SLIDESHOW**

**h. 1.00 pm - 2.00 pm**

**Announcement of the finalists of the Art & Olfaction Awards**

With Saskia Wilson Brown, Director + Founder of the Institute for Art & Olfaction, Spyros Drosopoulos, Judge and Chi Wai Tang, Judge

**h. 2.00 pm – 3.00 pm**

2023 ESSENCIONAL OBSERVATORY

**The Evolution of Artistic Perfumery:**

**web analysis, survey results and insights**

Moderator Silvio Levi, Co-Founder of Esxence and Essencional Director **SLIDESHOW**

**h. 3.30 pm – 4.30 pm**  
WORKSHOP

**In Love with Patchouli - History and trends of an iconic raw material**

With Eugénie Briot, Perfumery School Programme Manager and Historian, Givaudan - Arnaud Guggenbuhl, Head of Global Marketing, Insight & Image Fine Fragrances, Givaudan

**SLIDESHOW**

**h. 5.00 pm – 6.00 pm**

**Perfumery of the Future: Scentmate by Firmenich**

Moderator Laurence Arrigo-Klove, Essencional Advisor & Contributor, Brand Strategist, Communication Consultant

**SLIDESHOW**

### SATURDAY, APRIL 1<sup>st</sup>

**h. 10.00 am – 11.00 am**  
WORKSHOP

**Follow your Nose: the Art of Smelling**

Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer

**SLIDESHOW**

**h. 11.30 am – 12.30 pm**  
PANEL

**Préserver le Patrimoine du Parfum**

**Ou une certaine vision du patrimoine de l'humanité**

With Thomas Fontaine, President of Osmothèque, Anne-Cécile Pouant, Director of Osmothèque and Isabelle Chazot, President of the Scientific Committee of the Osmothèque, Ermano Picco e Roberto Drago ambassadors of the Osmothèque in Italy

**SLIDESHOW**

**h. 1.00 pm – 2.00 pm**

**WORKSHOP - EXPERIENCE LAB**

**Caterina Sforza. Power and Beauty in the Renaissance**

With Francesca Di Massimo, CEO and Creative Director Spezierie Palazzo Vecchio

**h. 2.00 pm – 3.00 pm**

**WORKSHOP - EXPERIENCE LAB**

**The Beauty Sector: a Sector with many Opportunities**

With Giorgia Clemenza, Tutor University Master in Beauty and Wellness Management and Communication IULM and Annalisa Betti, Journalist

**h. 3.00 pm – 4.00 pm**

**WORKSHOP - EXPERIENCE LAB**

**How to Choose Cosmetics in the Third Millennium**

With Gisberto Caccia, Pharmaceutical Chemist

**h. 4.00 pm – 5.00 pm**

**WORKSHOP - EXPERIENCE LAB**

**The New Formulation Guidelines between Science, Safety and Sustainability**

With Umberto Borellini, Cosmetologist

**h. 5.00 pm – 6.00 pm**

**WORKSHOP - EXPERIENCE LAB**

**Beauty and Well-Being Beyond the Obvious and Stereotypes**

With Davide Antichi, Beautician, Pharmacist and Cosmetologist. Founder Beautyicians SpA

### SUNDAY, APRIL 2<sup>nd</sup>

**h. 11.00 am – 12.00 pm**  
BOOK PRESENTATION

**Le Parfum et la Voix, une Rencontre Inattendue**

With Annick Le Guéer, Anthropologist, Philosopher and Writer

**SLIDESHOW**

## TURQUOISE CONFERENCE ROOM

### SATURDAY, APRIL 1<sup>st</sup>

**h. 10.00 am – 11.00 am** **SLIDESHOW**  
BOOK PRESENTATION

**Nella Bottega del Profumiere. Tecniche e Segreti di un'Arte Antica attraverso Teofrasto, Apollonio Mys e Plinio il Vecchio.**

With Giuseppe Squillace, Associate Professor of Ancient History, University of Calabria and Roberto Dario, Perfumer

**h. 11.30 am – 12.30 pm**  
PANEL **SLIDESHOW**

**Scent as a Therapy**

Moderator Laurence Arrigo-Klove, Essencional Advisor & Contributor, Brand Strategist, Communication Consultant

**h. 1.00 – 1.30 pm**  
PRESENTATION

**The Scent of Innovation: Protect your creativity and make your fragrances tamper-proof & interactive with Authena**

With Alessandro Tacconelli, Customer Success Manager at Authena AG

**SLIDESHOW**

**h. 1.30 pm – 2.00 pm**  
PRESENTATION

**IPI – Italian Perfumery Institute**

With Maurizio Cavezzali, CEO of Equipe International and Co-Founder of Esxence

**SLIDESHOW**

**h. 2.00 pm – 3.00 pm**

**Greening Luxury: Creating and Communicating Sustainability in Artistic Perfumery**

Moderator Bodo Kubartz, Journalist and Director of "Passion and Consulting" **SLIDESHOW**

**h. 3.15 pm – 4.45 pm**  
WORKSHOP  
BY MOUILLETES & CO

**The Scent of Colours - Raw Materials meet the Rainbow**

With Emanuela Rupi and Sara Ravo

**h. 5.00 pm – 6.00 pm**  
WORKSHOP

**Milano Beauty Week 2023: Beauty Lives Here**

With Simona Antonini, Project Leader Milano Beauty Week

**SLIDESHOW**