



**Nica LEWIS**

## **Professional Background**

As Head Consultant, Beauty Innovation, Nica Lewis analyses trends and innovation in skincare, cosmetics, hair care and fragrance around the world. Prior to joining Mintel she worked for French skincare brand Guinot on marketing strategy, NPD and PR throughout Europe and the US. Nica also has experience in FMCG, sports sponsorship, consulting, translating and copywriting. She is a regular contributor to *Cosmetics & Toiletries* and *InCosmetics* magazines and a speaker at Beyond Beauty, HBA, InCosmetics and other trade shows. Nica is fluent in French and Italian and is a member of Cosmetic Executive Women in the UK.

## **Abstract**

Ingredients for Sustainable Beauty : this opening session will provide a brief review global trends and innovative initiatives for sustainability in the cosmetics sector. It will address how demand for natural beauty products can be reconciled with health, safety, ethics and CSR to ensure sustainable development.