

# Anti-Ageing Skin Care conference, 4-5 November 2020, London

## Outside In and Inside Out - a Holistic Approach to Anti-Ageing

Day One – Wednesday 4 November

Time		Speaker
08:15	Registration and welcome coffee	
09:00	Opening address	Dr Jack Ferguson, Skinnovat Ltd, UK
	<b>Session 1: Internal and external influences in skin ageing</b>	<b>Chair:</b> Dr Katerina Steventon, NBIC, UK
09:15	<b>KEYNOTE:</b> Innovating for An Ageing Society - the vision of the UK National innovation Centre for Ageing	Prof Patrick Bonnett, National Innovation Centre for Ageing, Newcastle, UK And Prof Mark Birch-Machin, Newcastle University, UK
10:00	Holistic approach to target skin ageing (well aging, emotion, perception of global aging)	Aina Queiroz, Seqens Cosmetics, France
10:30	<b>Networking coffee break</b>	
11:00	Wellness and wisdom: Market and consumer trends in skin ageing	Deanna Utroske , CosmeticsDesign, US
11:30	<b>KEYNOTE:</b> Dark skin & the aging face	Dr Damilola Fajuyigbe, L'Oréal Research & Innovation, France
12:15	<b>Discussion</b>	
12:30	<b>Lunch</b>	
	<b>Session 2: Technologies and new concepts for improving and protecting ageing skin</b>	<b>Chair:</b> Prof Paul Matts, Procter & Gamble, UK
13:30	<b>KEYNOTE:</b> The relationships between nutritional status, antioxidants, bioenergy and interventions on human skin ageing.	Prof Mark Birch-Machin, Newcastle University, UK
14:15	Cell senescence - on the precipice of new anti-ageing technologies?	Dr David Gunn, Unilever R&D, UK
14:45	Targeting inflammasome mechanisms as a possible role of the microbiota in skin ageing	Dr Marisa Meloni, VitroScreen, Italy
15:15	<b>Networking coffee break</b>	
15:45	TBC	TBC
16:15	<b>KEYNOTE:</b> Microbiome in skin ageing: the role of probiotics	Prof Andrew McBain University of Manchester, UK
17:00	<b>Panel of experts in open discussion on current topics and questions from the delegates</b>	<b>Chair:</b> Dr Jack Ferguson, Skinnovat Ltd, UK
18:00	<b>Drinks reception</b>	
19:00	End of first day	

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Day Two – Thursday 5 November

Time		Speaker
08:30	Registration and welcome coffee	
09:00	Opening address	
	<b>Session 3: Consumer expectation, benefits and claims</b>	<b>Chair:</b> Prof Mark Birch-Machin, Newcastle University, UK
09:15	Self-regulation of advertising anti-ageing skin care claims in the USA	Annie M. Ugurlayan National Advertising Division (NAD)® New York, USA
09:45	Borderline claims and claim substantiation from the view of an official cosmetic control laboratory	Evamaria Kratz Chemical and Veterinary Surveillance Institution, Germany
10:15	Anti-ageing claims are in the doldrums – is it time for a rethink?	Dr Chris Gummer, Cider Solutions & Consultant to Clearcast, UK
10:45	<b>Networking coffee break</b>	
	<b>Session 4: Measuring anti-ageing skin care benefits and supporting claims</b>	<b>Chair:</b> Dr Jack Ferguson, Skinnovatation Ltd, UK
11:15	TBC	TBC
11:45	Digital beauty – A review of where we are now and a look to what the future will bring	Daniel Whitby, Lake Personal Care, UK
12:15	Clinical Signs of Photoageing correlate with the Water Content in the Dermis	Stephan Bielfeldt proDERM GmbH, Germany
12:45	Discussion	
13:00	<b>Lunch</b>	
13:45	Sebum: Lipid Profiles in skin ageing and ethnicities	Dr. Apostolos Pappas, Rutgers University, USA
14.15	Cutibacterium acnes the main component of the facial microbiome and its role in skin ageing	Dr Bernhard Paetzold, S-Biomedic, Belgium
14:45	Selfies, devices, apps and Big Data... whatever next??	Prof Paul Matts, Procter & Gamble, UK
15:15	<b>Concluding remarks</b>	
15:30	Conference closes	