

# ROUND TABLE



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## TRENDS AND INNOVATIONS IN DERMOCOSMETOLOGY: HOW SKIN SCIENCE REVEALS NEW WAYS FOR MARKETING CLAIMS?

April 13<sup>th</sup> 2016, 12:15 - 13:00 Marketing Trends Theatre



### Invest in Lyon and CED are pleased to invite you to the round table

moderated by Vincent Gallon, Editor at Premium Beauty News, and co-moderated by Anne Canet-Charpentier on behalf of the CED - Skinobs.com.

### LEARN from our inspiring LYON experts about key exciting innovation themes:

- Smart Beauty,
- Claim Evaluation,
- Personalized Dermocosmetics,
- Epidermal Stem Cells, etc.

**SHARE** your experience with  
industry and academic peers

**GAIN** valuable insights and ideas



### Participate to the interactive discussions:

\* *Smart Beauty: your skin will love it!*  
**Stéphanie Machon,**

Doctor of Pharmacy & President, **Make it Bloom!**

\* *How to evaluate the trendy claims:  
emotional effects, anti-stress,  
anti-pollution*

**Anne Sirvent,**

Scientific Communication Manager, **Dermscan**

\* *Human cell-based bioassays to fast  
track innovation in dermocosmetics.*

**Nico Forraz,** CEO, **CTI Biotech**

\* *The dermal-epidermal junction:  
a dynamic microenvironment for  
epidermal stem cell.*

**Patricia Rousselle,**

Research Director, **CNRS LBTI - Lyon**

For planning purposes, please RSVP at  
**Event Round Table**