

## Mid-Year Meeting, IMPACT2021

### AIR CARE PRODUCTS DIVISION PROGRAM SESSIONS

#### SCIENCE - Tuesday, May 25 3:30 - 5:00

Rick Kingston, Pharm.D.  
*President, Regulatory & Scientific Affairs /  
Sr. Clinical Toxicologist  
SafetyCall International P.L.L.C. / L.L.C.*

#### Confirming Air Care Product Safety: Real-life Post Market Surveillance Experience

- post market surveillance provides the final safety net and opportunity to identify unexpected issues or document and confirm safety. Hear how various streams of post market data help define the Air Care product safety experience during real-world use.

Holger P. Behrsing, Ph.D.  
*Director and Head of Respiratory Toxicology,  
Institute for In Vitro Sciences, Inc.*

#### Non-animal, Human Donor Tissue Testing for Safety Evaluation of Inhaled Materials and Pulmonary Toxicants

- using human-relevant test systems, sophisticated exposure devices, and appropriate assays, test materials can be evaluated in a manner that provides human-relevant data for the evaluation of inhaled materials.

#### WELLNESS - Wednesday, May 26 12:00 - 2:00

Madeleine Bliss  
*Senior Marketing Manager and Global Category  
Marketing Lead for Air Care, Symrise, Inc.*

**Air Care in the Time of Covid** - new consumer needs and the shifting role of air care, with insights from Symrise's recent hygiene study.

Rachel Herz, Ph.D.  
*a neuroscientist, and leading world expert on  
the psychological science of smell*

**The role of scent in health: from treatment to diagnosis** - scents can be used to improve health by curbing addictive behaviors like smoking, boosting immune function, and for pain management; and simple olfactory testing can be beneficial for early diagnosis of Covid-19.

#### TRENDS - Thursday, May 27 10:00 - 12:00

Patti Carpenter  
*Principal, Global Trend Ambassador*

#### Cocooning, Comfort and Connection: Connecting the Dots of Global Trends Post-Pandemic

- as we move into 2022 and beyond, so much of design will be not only created, but curated. We will be focused on Community, Connection and Comfort. Our Inspiration, Color, Materials, and Surface Design will be influenced by our connections to Nature and to each other as we seek to find an enduring sense of comfort.

Michelle Lamb  
*Editorial Director, The Trend Curve™*

**The Post-Covid Trend Landscape** - as consumers re-engage with the world, their emotions will continue to run high and the assortments that connect with those powerful emotions are poised to not only win big, but also to inspire fragrance direction. Learn about the palette, pattern, and thematic style trends with the greatest potential for 2021-2023.

We are grateful for the financial support from the following member companies:

