

New Horizons 2024
Grand Bohemian Hotel Asheville
Asheville, North Carolina
September 30 - October 3, 2024
Draft Agenda
Updated July 23, 2024

Monday, September 30, 2024

4:00 – 6:00 pm	Registration
5:00 – 6:00 pm	Welcome Reception <i>Sponsored By: The Clorox Company</i>
6:00 – 8:00 pm	Dinner and Keynote Speaker <i>Sponsored By: The Clorox Company</i>
<i>Speaker:</i>	<i>Dr. Jeremy Frey, Professor of Physical Chemistry, University of Southampton</i>

Tuesday, October 1, 2024

8:00 – 8:30 am	Registration and Continental Breakfast
8:30 am – 12:00 pm	Unlocking the Future of Cleaning Product Creation through AI

Building our keynote presentation, we will take a deep dive into the role that AI will play throughout the research and development process and manufacturing lifecycle of formulated projects. The session will start off with a presentation from each panelist, each covering a unique application of machine learning and the benefits of using it to optimize cleaning product formulation. Then the panelists will come together to discuss an AI-enabled future and take questions from the audience.

<i>Speakers:</i>	<i>Samiul Amin, Co-Founder, Fastformulator LLC</i>
	<i>Cheryl Auger, Senior Anthropologist, Lux Research</i>
	<i>Jim Durkin, Managing Director, Product Management, IP.com</i>
	<i>Manmit Shrimali, Co-Founder and CEO, Turning Labs</i>

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12:00 – 5:00 pm Open Afternoon (Lunch on Own)

Activities: *Sierra Nevada Brewery Tour*
Afternoon Hike
Scenic Drive
Golf
Biltmore Estate
Art District and Galleries

Networking Reception
Sponsored By: IP.Com

7:00 – 9:00 pm Divergent Thinking Workshop*
**Will be offered to all attendees depending on interest*

Wednesday, October 2, 2024

8:00 – 8:30 am Registration and Continental Breakfast

8:30 am – 12:00 pm Unpacking the Future of Cleaning Products

A look forward into what the cleaning aisle will look like in years to come, this session will feature packaging experts, innovative product form developers, and bulk product dispensing designers. The session will open with presentations on the potential of packaging transformation and will lead into an exciting panel with the experts to unpack the future together.

Moderator: *Andy Fay, Business Director, Innovasource*

Speakers: *David Conway, Co-Founder, Purcell*

Amelia Eichel, CEO and Co-Founder, Wonderfil

Jamie Pero Parker, Sustainability Lead and Innovation Advisor, RTI International

12:00 – 1:00 pm Networking Lunch

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1:00 – 4:00 pm

Anticipating Trends, How Will the Market Transform?

This session will delve into the human factors and consumer behavior that will shape the future of the cleaning products market and fragrance trends with presentations from a broad spectrum of experts. Then, to bring together this perspective we will have an extended presentation on the mindset and strategy needed for a successful transformation.

Speakers:

Madeleine Bliss, Marketing Director, Symrise

Maria Cotter, Human Factors Senior Scientists, Exponent

Jamie Rosenberg, Associate Director, Mintel

Tony Simas, Managing Partner, Client Growth Partners

4:00 – 5:00 pm

Reception

Sponsored By: RTI International

Thursday, October 3, 2024

8:00 – 8:30 am

Continental Breakfast

8:30 am – 12:30 pm

Future of Formulation Science: Ingredients, Innovation, and Regulation

Our final session will be packed with technical expertise that will shed light on how scientists will innovate and adapt to thrive in the future that we have forecasted over the past few days. We will cover a broad range of topics including chemicals of concern, lifecycle analysis, in-vivo testing alternatives, ingredients innovation, sustainable certification and more.

Speakers:

Melanie Adams, Senior Chemist, Safer Choice

Gustavo Garcia, Director of Regulatory Affairs, Belle Aire

Gina Hilton, Advisor, PETA Science Consortium

John Jewell, Senior Consultant, Sphera

Hassana Elzein, Senior Consultant, Sphera

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Kayla Messier Jones, Innovation Analyst, RTI International

*Paulo Cesar Barjona, Customer Applications Manager,
Novenesis*

12:30 pm

Conference Ends