

EXPERIENCE *Lab*

CONFERENCE ROOM CALENDAR

THURSDAY, APRIL 25TH

h. 12.00 a.m.

Brand Presentation

AROMATICA e l'inizio della cosmetica green in Corea

With:

Ilaria Toscano – CEO & Founder of The K Beauty and Brand Ambassador for AROMATICA

h. 2.00 p.m.

Conference

La cosmesi: è un paese per donne?

Il futuro dell'*indie beauty* tra sostenibilità e desiderabilità.

A dialogue between:

Raffaella Gregoris and Angela Laganà – Italian women entrepreneurs of leading cosmetics

Moderator

Antonella Nasini – Communication expert and journalist

h. 5.00 p.m.

Fragrance Week -Book Presentation

L'UNIVERSO DELLE FRAGRANZE

L'epopea artistica di un maestro profumiere: Maurizio Cerizza

By Raffaele Lauro

Introduction:

Valentina Cagnola – Director of Equipe International

With:

Luigi Lauro – Publisher of the magazine “Excellence Luxury”

Mauro Lorenzi – Creator of the brand “Mauro Lorenzi Profumi”

Maurizio Cerizza – Master perfumer

Andrea Casotti – CEO of CFF Creative Flavours & Fragrances

Conclusion:

Maurizio Cavezzali - Co-Founder of Esxence and President of Equipe International

h. 6.00 pm

Opening Toast

h. 7.30 pm

Fragrance Week - Event

Quando un battito d'ali genera musica

Multisensory performance by Filippo Sorcinelli and dj set by Matteo Pignataro

FRIDAY, APRIL 26TH

h. 11.00 a. m.

Brand Presentation

RIVOLI GENÈVE

La Beauté intelligente

With:

Valentina Grilli and Licia Galluccio – RIVOLI

h. 12.00 a.m.

Brand Presentation

URANG and the Innovative Organic and Aromatherapeutic Approach to the Korean Routine

With:

Jina Lee - CEO & Founder of URANG

h. 1.00 p.m.

Brand Presentation

COLLESI - Craft Beer Therapy

With:

Piera di Martino - Associate Professor University of Camerino, School of Pharmacy

Giuseppe Collesi - CEO and Founder of COLLESI

h. 5.00 p.m.

Fragrance week - Conference

SOURCE CODE

Le banche dei semi che salveranno il mondo

Organized by: The Good Life Italia

With:

Graziano Rossi - Dip. di Scienze della Terra e dell'Ambiente - Università di Pavia

Emanuela Rupi - Mouillettes & Co.

SATURDAY, APRIL 27TH

h. 3.00 p.m.

Brand Presentation

MILANESI SKINCARE, design, fashion e cosmetici a KM0 di Milano

With:

Maria Antonella Marino and Alberto Pranovi – Founders of MILANESI SKINCARE

Interview:

Federica Bandirali - Corriere della Sera

Demonstration:

Alessandra Francino – Beauty Expert

h. 5.00 p.m.

Fragrance Week - Contest

Esxence grand master parfums contest 2019: the final

With:

Anne - Laure Hennequin and François Henin