

# 2024 EVENTS CALENDAR EXPERIENCE Lab

## THURSDAY, MARCH 7TH

**h 3.00 pm - 4.00 pm**

### **SENSES. NEUROSCENT**

With Prof. [U. Borellini](#) (Cosmetologist)

**h 4.00 pm - 5.00 pm**

### **WHAT'S INSIDE, BUT WHAT'S BEHIND?**

**The importance of the supply chain of excellence**

With [M. Arca](#) (Marketing and Communication Manager CFF), [F. Fumo](#) (CEO&Founder @Laboratorieffe), [S. Laneri](#) (Pharmacy Department of University of Naples Federico II), [M. Novati](#) (CFF Perfumer) - Moderator: [A. Betti](#) (Journalist and Beauty Expert)

**h 5.00 pm - 5.30 pm**

### **AI AND BEAUTY BEYOND HYPE.**

**Technology serving the human in the world of beauty**

With [S. Andreani](#) (Luxury Beauty & Fashion Client Officer - Ipsos)

**h 5.30 pm - 6.00 pm**

### **BE INDIE COMMUNITY: STRENGTHENING CONNECTIONS.**

**Growing together in the world of beauty**

With [G. Paladini](#) (Founder of BE INDIE Community)

## FRIDAY, MARCH 8TH

**h 1.00 pm - 2.00 pm**

### **SKIN AS A DEMARCATION LINE?**

**The emotional and social importance of beauty**  
With [A. Amari](#) (ActiveBox CEO - Cosmetically Different), [A. Betti](#) (Journalist and Beauty Expert), [M. Locatelli](#) (Pink Frogs Cosmetics CEO)

## SATURDAY, MARCH 9TH

**h 1.00 pm - 2.00 pm**

### **THE BEAUTY SOCIAL LANGUAGE**

With [C. Cavagna](#) (Popularizer and Trainer, Perfume Expert), [A. Betti](#) (Journalist and Beauty Expert)

**h 2.00 pm - 3.00 pm**

### **SKIN IN SKIN OUT.**

**The incredible journey of cosmetics through the skin**

With [G. Caccia](#) (Pharmaceutical Chemist)

**h 3.00 pm - 3.30 pm**

### **CLEOPATRA. THE POWER OF BEAUTY**

With [R. Deiana](#) (Writer, Author and Host of the "The Scent of Destiny" Podcast)

**h 3.30 pm - 4.30 pm**

### **COMMUNICATING COSMETICS TODAY ACROSS SCIENCE, MARKET, SOCIAL AND EDUCATION**

With [M. Ascioti](#) (Pharmacist, Founder of AIIICQ), [I. Barbotti](#) (Assoinfluencer PR), [B. Catozzi](#) (Pharmacist, Cosmetology Expert in Regulatory, Founder of Scienza Cosmetica), [A. Ciccotosto](#) (Lecturer and Cosmetic Marketing Consultant Responsible), [A. Gezzi](#) (Dermatologist, TEATROSCIENZA), [D. Mancini](#) (General Manager Journalist EDRA Spa)