

# General program

## Helicopter view

<b>JUNE 3<sup>rd</sup></b> <b>Hotel Due Mari</b> <b>COLOMBO ROOM</b> <b>Scientific Pre Conference</b>	<b>JUNE 3<sup>rd</sup></b> <b>Pre-Conference</b>	<b>JUNE 4<sup>th</sup></b> <b>Convento dell'Annunziata</b> <b>AGAVE ROOM</b>	<b>JUNE 5<sup>th</sup></b> <b>Convento dell'Annunziata</b> <b>AGAVE ROOM</b>
<p>From 09.30 COLOMBO ROOM Registration to Pre-Conference &amp; Conference</p> <p>10.00 COLOMBO ROOM: Course 1</p> <p><b>Microbiome, Microbiota and Probiotics</b></p> <p>Three terms often confused; let's learn more about this fascinating scientific topic</p> <p><i>Prof. E. Serra - University of Catalunya</i> <i>Prof. M. Egert - Furtwangen University</i></p> <p>12.30 ESEDRA GARDEN RESTAURANT: Buffet Lunch</p>	<p>11.00 SESTRI LEVANTE PORT</p> <p>Departure for Full Day Cruise</p> <p>Tigullio Gulf, Portofino, Cinque Terre &amp; Portovenere</p> <p>Snacks on Board</p> <p>Back to Hotel Due Mari on time for</p>	<p>From 09.30 AGAVE ROOM Registration</p> <p>10.00 AGAVE ROOM: Session 1</p> <p><b>Emotional Cosmetics</b></p> <p>From marketing to neurosciences: how to build, communicate and measure excellent sensorial performance</p> <p><i>Keynote: M. Minamino - Bellevenus</i></p> <p><b>Buying Cosmetics as Buying Emotions: is that reductive?</b></p> <p>12.30 ESEDRA GARDEN RESTAURANT at Hotel Due Mari: Buffet Lunch</p>	<p>9.00 AGAVE ROOM: Session 3</p> <p><b>The future of Ingredients</b></p> <p>The science-driven innovation in cosmetics through dedicated ingredients</p> <p><i>Keynote: F. Kanda - Mukogawa Women's University</i></p> <p><b>New ingredients as drivers for breakthrough cosmetic innovations</b></p> <p>12.30 ESEDRA GARDEN RESTAURANT at Hotel Due Mari: Buffet Lunch</p>
<p>14.00 COLOMBO ROOM: Course 2</p> <p><b>Testing Cosmetics</b></p> <p>How instrumental testing fits with sensory and preference market tests</p> <p><i>T. Hollowood - Sensory Dimensions</i> <i>M. Piacentini - Eurofins Cosmetics</i></p>		<p>14.30 AGAVE ROOM: Session 2</p> <p>Hi-Tech in Personal Care Plants, Lab Equipments and Delivery Systems to maximize product performance</p> <p><i>Keynote: A. O'Lenick - Siltech LLC</i></p> <p><b>An approach to Hi-Tech in Personal care Products</b></p>	<p>14.15 AGAVE ROOM: Session 4</p> <p>Functional Cosmetics From skin biology to efficacy tests through targeted formulations</p> <p><i>Keynote: A.Pappas - Nestle Skin Health</i></p> <p><b>From skin biology to efficacy tests through targeted formulations Bioimitation: a good master for functional Cosmetics</b></p>
<p>16.30 - 19.00 The "Paradox" AperiGardens</p> <p>ESEDRA GARDEN RESTAURANT: Round Table 1</p> <p><b>Sustainability and Cosmetics</b></p> <p>The Paradox is considering Cosmetics as superfluous goods: why they are not?</p> <p><i>F. Iraldo - IEFE Università Bocconi - MI</i></p> <p>FEDERICI GARDEN BAR: Round Table 2</p> <p><b>Heavy Metals in Cosmetics</b></p> <p>To which extent are they affordable risks for consumers?</p> <p><i>M. Vassallo - Complife Group</i></p>			
<p>20.00 ESEDRA GARDEN RESTAURANT: Cultural Buffet Dinner</p> <p><i>Show Cooking: Pesto Sauce, marinated and salted anchovies, local cheeses, sweets and wines, Crepes Flambées</i></p>	<p>20.30 VIRIDARIUM RESTAURANT:</p> <p><i>Musical Gala Dinner</i> <i>Eating, Dancing &amp; Lottery Extraction</i></p>		