













11:30-12:15	Oleg Tomlin, Owner and creative director, Bart&Fink, Ukraine	Advertising message architecture
12:15-13:00	Alina Bazhenova, Marketing strategist, Ukraine	Sex & Marketing. Mainstream marketing trends or what women want
Session №4 Education and Career Fair Time: 15:00-18:00		
Moderator: Valerija Kushnerchuk, Project Manager, Education and Career Fair		
15:00-18:00	Reports of the scientific works of the contestants. Awarding of winners	
Thursday, May 31		
Time	Speaker	Theme
Session №5 Green Cosmetics: From Idea to Finished Product Time: 10:00-14:00		
Moderator: Christopher Flower, Director-General, CTPA, United Kingdom		
10:00-10:30	Christopher Flower, Director-General, CTPA, United Kingdom	ISO standards for natural and organic cosmetics
10:30-11:00	Oksana Souter, CEO, Swiss Organic Solutions, Switzerland	Natural and Organic segment of the swiss cosmetic market. Opportunity and challenges.
11:00-12:00	Georges Bouille, CEO, ADWATIS SA, Switzerland	Ionized water S-100: a new active ingredient for pure and very effective cosmetic products
12:00-12:45	Ekaterina Rusynova, Marketing Manager, BASF, CIS	Rising public concern about microplastics and fair use of «free from» claims
12:45-13:30	Mikhail Neronov, Director of the machine-building plant, TM PROMVIT, Ukraine	The specificity of the capacitive equipment for the preparation of ointments, creams, emulsions and shampoos

13:30-14:00	Victoriya Patentko, Junior research specialist, Chuliko Institute of Surface Chemistry of NAS, Ukraine	Vitaminized cosmetic fillers based on natural silicates
Session №6 Green Cosmetics: From Idea to Finished Product Time: 15:00-17:00		
Moderator: Oksana Souter, CEO, Swiss Organic Solutions, Switzerland		
15:00-15:45	Momot Tetiana, Cosmetologist, Certified Consultant on Functional Diagnostic of the skin, Courage-Khazaka electronic GmbH, Ukraine	Advertising claims of cosmetics manufacturers. Methods of technical assessment of physiological parameters of skin and hair
15:45-16:30	Natalia Barhitskaya, Deputy, Head of the representative office, Clariant Consulting AG, Ukraine	Natural emulsifiers and anti-age active Plantasens
16:30-17:00	Olena Oranska, Senior research specialist, Chuliko Institute of Surface Chemistry of NAS, Ukraine	XRD control of cosmetic components
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