



PHARMASYNERGY - OTC
September 24 -25, 2025 Rome, Italy

DAY ONE, WEDNESDAY, SEPTEMBER 24, 2025

08:00 - 08:55 Registration

08:55 - 09:00 Welcome by PharmaSynergy Organisers

*Moderator: **Philippe Gorge**, Partner, Head of European Health & Beauty Practice, **L.E.K. Consulting***

09:00 - 10:30 Analytical overview for OTC & CHC - This session will provide a comprehensive analysis of key market trends in OTC and CHC, highlighting high-growth categories, the factors influencing consumer purchasing behaviour, and the impact of pricing trends and competitive pressures

09:00 - 09:20 Thomas Heil, Vice President, IQVIA

Title: Self-care Market Trends and Innovation

09:20 - 09:40 Raluca Iacos, Head of CPG - Retail Media, Amazon

Title: Self-Care Meets E-commerce: Mastering the OTC Consumer Journey on Amazon through Consumer Insights and Ads

09:40 - 10:00 Magda Starula, Consultant, Euromonitor International

Title: TBA

10:10 - 10:30 Q&A

10:30 - 11:30 Discussion: Key Considerations for Evaluating OTC/CHC Assets

Gain insights from pharmaceutical, healthcare companies and investors on the key factors and criteria that define an attractive OTC/CHC asset, whether for M&A or equity investment.

10:30 - 10:50 Presentation by **Jessica Turcotte**, Director of Business Development and Strategy, Norwell Consumer Healthcare

10:50 - 11:30 Followed by discussion

- **Michael Kaltenborn**, Chief Strategy and Corporate Development Officer, Karo Healthcare
- **Mathieu Frison**, Partner, Charterhouse Capital Partners

11:30 - 12:00 Coffee Break

12:00 - 12:20 Spotlight presentation:

- **Alison Slingsby**, Global Lead, Women's Health Innovation, Perrigo
Title: Rewriting the Rules: Accelerating Women's Health Innovation in a Regulated World

12:25 - 13:30 E-commerce: The Driver of Consumer Healthcare

12:25 - 12:45 Andrew Parker, E-Commerce Commercial & Sales Director, EMEA, Bayer Consumer Care
Title: Rethinking Consumer Health in the world of Connected Commerce

12:45 - 13:05 Anna Hale, Chief Marketing Officer, Karo Healthcare
Title: Omnichannel Strategies as a Competitive Differentiator

13:05 - 13:30 Q&A

13:30 - 14:30 Lunch

14:30 - 18:30 Partnering Meetings

18:30 - 20:30 Evening Reception



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DAY TWO, THURSDAY, SEPTEMBER 25, 2025

*Moderator: **Philippe Gorge**, Partner, Head of European Health & Beauty Practice, **L.E.K. Consulting***

09:30 - 10:30 Geographical Spotlight: China & APAC

09:30 - 09:45 Aline Hu, Business Development Tmall Global, Alibaba

Title: Cross-Border E-Commerce in China: Regulations and Market Trends for OTC & CHC Products

09:45 – 10:00 Ellie Adams, Founder, QIVA Global

Title: TBC

10:00 - 10:15 Q&A

10:30 - 11:30 Innovations and New Product Development

10:30 - 10:45 Sébastien Peltier, CEO & Co-founder, Valbiotis

Title: Creating brands rooted in science: delivering scientifically backed claims and proven efficacy as the key differentiating factor

10:45 - 11:00 Anna Ljung, Chief Executive Officer, Moberg Pharma

Title: Bringing a New Product to Market: Lessons Learned and Steps Following First Market Authorisation – The Case of Terclara®

11:00 – 11:15 Laurens De Schepper, Chief Scientific Officer (CSO), Oystershell

Title: TBC

11:15 – 11:30 Q&A

11:30 - 12:00 Coffee Break

12:00 - 13:00 Meet the Innovators: Discover disruptive product concepts, technologies, and business models that are reshaping the consumer health landscape. These innovators are addressing current challenges, leveraging cutting-edge technologies, and responding to evolving consumer demands - driving transformative change across the industry.

12:00 - 12:15 Andrea Castellin, Chief Operating Officer, Brenta S.r.l.

Title: TBC

12:15 - 12:30 Stuart Jebb, Chief Revenue Officer, Glutagen

Title: TBC

12:30 - 12:45 Benoit Palms, Chief Business Officer, BiOkuris

Title: One Core, Many Possibilities: Designing the Next Generation of Health Solutions with Fungal Chitin-Glucan

13:00 - 14:00 Lunch

14:00 – 18:00 Partnering 1-2-1 Meetings

18:00 End of the event