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July 22, 2016

**The Independent Cosmetic Manufacturers and Distributors to Present Session at
Cosmoprof North America**

ICMAD will present session titled, Indies: Navigating Uncharted Paths (Making Little Bets)

The 14th edition of the leading B2B beauty trade show, Cosmoprof North America, will take place this month July 24th – 26th at the Mandalay Bay Convention Center in Las Vegas, NV. In 2015, there were close to 30,000 attendees and over 1,000 exhibitors from 39 countries. Cosmoprof brings unique brand launches, new channels for distribution, packaging and manufacturing, product innovations, and the unparalleled opportunity to form key relationships with top industry professionals and retailers. The three-day event will take place in more than 253,000 square feet of exhibition space.

On July 25, 2016, from 1:00 p.m. to 2:30 p.m. in Reef D at the Mandalay Bay, ICMAD will present *Indies: Navigating Uncharted Paths (Making Little Bets)*. In today's world of “#WCWWTWI” (what consumers want when they want it), the old traditional rules of distribution and branding no longer apply. Successful entrepreneurs try out a multitude of ideas-from changing product formulas, to altering creative imagery and design, to finding catchy marketing slogans and buzzwords - all while constantly moving forward, learning from errors and improvising without fear. This type of approach is actually ideal when much is unknown and the market is hyper-congested with competitors who have more resources and know-how. The winners will be those entrepreneurs who constantly refine and tweak their concepts ending up with quite a different brand than their initial startup concept. Hear successful entrepreneurs who will share their paths to success and how they found their voice and niche along the way. PBA and ICMAD member price is \$50.00 per person; non-member price is \$65.00 per person. ICMAD membership information and application can be found at ICMAD's website, <http://www.icmad.org/membership/join-today>.

Speakers at the session include:

Moderator: **Pamela Jo Busiek**, President & CEO, ICMAD



Chris Birchby, Founder/CEO, COOLA Suncare



Carrie Gross, President/CEO, Dr. Dennis Gross Skincare



Chris Hobson, President/CEO, Iontera, Inc., Makers of Patchology



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ABOUT ICMAD: ICMAD, the Independent Cosmetic Manufacturers and Distributors, has been the voice of independent cosmetic companies around the world since 1974. Offering innovative business tools, timely publications, educational programs, networking opportunities, and key advocacy support, ICMAD offers invaluable guidance and support for all facets of the independent cosmetic industry. (www.facebook.com/ICMADTalks), Twitter ([@ICMADTalks](https://twitter.com/ICMADTalks)), and online at www.icmad.org.