

NICHOLAS HALL'S NORTH AMERICAN CHC CONFERENCE



BIOGRAPH^U_Z

The Need for Change in CHC:
Transforming Challenges into Opportunities
Hyatt Regency Morristown, NJ • 25 September 2025



For more information or group booking rates,
please contact elizabeth.bernos@NicholasHall.com

#NHNA25

AGENDA

- 8:30: Registration and Welcome Coffee
- 9:00: Keynote & Regional Trends Update
Nicholas Hall
Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies
- 10:00: Preparing for Policy Change: The Impact of ACNU, Drug Pricing Reform, and the Push for More OTC Access
- 10:30: Morning Break: Refreshment and Networking
- 11:15: ~~NECESSITY~~ Challenge is the Mother of Invention
Paul Sklar
Principal
Paul Sklar Consulting LLC
- 11:45: AI & the Medical Inspiration: Shaping the Future of Healthcare
Dr Andy Franklyn-Miller
Chief Medical and Innovation Officer
Nuritas
JC Bacos
Head of Europe, Nuritas
- 12:15: Giving Your Consumer a Seat at the Table
Julie Doig McPeck
Partner, Provisor Marketing
- 12:45: Networking Lunch
- 2:15: E-Commerce and Omnichannel Strategies: The rise of online shopping and integrated retail experiences is reshaping how consumers purchase OTC products
- 2:45: How Strategic Partnerships Drive Growth Through Smart Deals
- 3:15: Afternoon Break: Refreshment & networking

- 3:45: Panel discussion: Beyond the Label: Reinventing Consumer Trust and Innovation in Self-Care
The world of consumer health is changing fast—and that brings both challenges and exciting opportunities. In this panel, we'll explore how issues like confusing product labels, online misinformation, new technology, and changing regulations can actually help push the industry forward.
- How can we make health information easier to understand? How do we use digital tools to help people make smarter choices? And how can companies build trust while still staying innovative?
- Each panellist will deliver a 10-min presentation, followed by Q&A*
- 3:50: Designing for Trust: How to Build Consumer Confidence into New Products from Day One
Lisa Buono
Founder & President
Selfcare Dynamics LLC
- 4:10: Consumer Trust: Do Consumers Care About Your Regulatory Classification?
Susan B. Levy
Founder & Principal
SBL Consulting Group, LLC
- 4:30: Retailer and Pharmacy Perspective
- 4:40: Q&A and Group Discussion
Moderator: Mary Alice Lawless
Founder
Biograph Inc.
- 5:20: Summary and Closing
Nicholas Hall
- 5:40 - 7:30: Networking Drinks

SPEAKERS



Paul Sklar
Principal
Paul Sklar Consulting LLC

Paul Sklar is passionate about delivering healthcare innovation to consumers. Currently, he is principal of Paul Sklar Consulting LLC, working on behalf of a few products and services he believes provide real benefit to consumers and consumer healthcare companies.

Previously, Paul worked 40 years at GSK Consumer Healthcare (now Haleon) and its predecessors in a variety of roles spanning Internal Innovation, External Innovation, Business Development, Rx-to-OTC Switch, and Brand Management. Paul was recognized not only for his analytical abilities, detailed forecast modeling, and extensive knowledge of company history, but also for ideating and writing innovative, differentiated claims and concepts such as the key Flonase OTC switch claim and being unafraid to question the “elephants in the room”.



Dr. Andy Franklyn-Miller
Chief Medical and Innovation Officer,
Nuritas

Dr. Andy Franklyn-Miller, a highly accomplished physician and with expertise in physiology, clinical design, and science communication. He has a Ph.D. in Biomechanics and served in the Royal Navy and Royal Marines for 16 years. He has extensive experience in working with high-profile sports teams and elite performers and has published more than 60 peer-reviewed papers. He is an editor of the British Journal of Sports Medicine and has authored a textbook and an IOC Handbook. With his expertise in machine learning, clinical trials, and end user analysis, he will oversee several departments at Nuritas, including software engineering, data curation, data science, proteomics, lab, and regulatory departments.



Jean Claude Bacos
Head of Europe
Nuritas

Jean Claude Bacos has a diverse work experience spanning several industries. Jean Claude currently serves as the Head of Europe at Nuritas since May 2022. In this role, they oversee the company's proprietary platform that targets and unlocks bioactive peptide ingredients from plants, with the potential to transform human health and food sustainability. Before joining Nuritas, Jean Claude worked at Bayer Pharmaceuticals from 2016 to 2022. Jean Claude held the position of General Manager Consumer France from an unknown start date to March 2022. During their time at Bayer, they also served as the Managing Director of the Asia-Pacific region, responsible for managing 15 subsidiaries across multiple countries and leading a team of over 700 associates.

Prior to their tenure at Bayer Pharmaceuticals, Jean Claude was the Managing Director of Laboratoire UPSA S.A.S. at UPSA, a leading laboratory specialized in family medication and OTC products in France. Jean Claude held this role from an unknown start date to 2016.



Julie Doig McPeck
Partner
Provisor Marketing

Julie Doig McPeck is a brand builder, strategist, and business growth expert with experience across both corporate and private equity worlds. She began her career at Procter & Gamble, where she led new business development efforts—translating consumer insights into successful product launches and generated new revenue streams for company assets. Over the years, Julie has developed a strong reputation for helping brands understand their customer, define their strategy, and win in the marketplace. Her work spans consumer learning, brand positioning, go-to-market planning, and marketing leadership for companies of all sizes - from household names to fast-growing emerging brands.

In the private equity space, she brings a practical, results-driven approach to helping portfolio companies sharpen their strategy, improve execution, and accelerate growth. Julie is known for her ability to cut through complexity, connect strategy to action, and lead teams with clarity and purpose. Whether she's building a brand from the ground up or revitalizing an existing one, she brings the same passion: helping great ideas become successful businesses.



Lisa Buono
Founder & President
Selfcare Dynamics LLC

Nonprescription executive with deep experience in marketing, brand management, sales, science and drug ingredients policy. After a 5-year stint in OTC drug consulting, Lisa spent 23 years in various roles including new product development and launches with Lederle Consumer Health, which through acquisition became Wyeth Consumer Healthcare and eventually Pfizer Consumer Healthcare. Quite a few brands she worked on are now part of Haleon's portfolio. Afterwards, she held leadership positions in a private equity-supported OTC company; with Actavis on its private label OTC business; then nine years with IRI, now Circana, as Principal in its Healthcare Practice, with clients including Merck Consumer, Bayer, Bausch, Philips, Prestige Brands and others. She is a past faculty member for CHPA's course Consumer Healthcare 101. At present, she continues her interest in the U.S. OTC and dietary supplement spaces through consulting project work directly with clients under Selfcaredynamics LLC or by assisting other well-regarded industry consultancies. She holds a B. S. degree in Chemistry and Mathematics from Montclair State University and an MBA in Marketing from Rutgers University.



Susan B. Levy
Founder & Principal
SBL Consulting Group, LLC

Since 2011, Susan B. Levy has led SBL Consulting Group, a boutique firm that works with consumer health and wellness companies to develop and implement growth strategies. Leveraging decades of industry experience and a broad network that touches every facet of the industry, Susan and her team uncover innovative organic and inorganic growth strategies and then deliver success with creative marketing programs, efficient business development initiatives and Rx-to-OTC switches.

With over 35 years of industry experience, Susan began her career in R&D with a degree in Chemistry from Cornell University. Subsequent to assignments at Unilever Research and Beecham Products/SmithKline Beecham (while pursuing her MBA at NYU Stern), Susan joined Warner-Lambert (then acquired by Pfizer) and transitioned to roles of increasing responsibility in both global and domestic marketing. Susan was most recently in corporate strategy at Merck following the acquisition of Schering-Plough, where she held business development roles and was responsible for pursuing profitable external growth opportunities globally for the Consumer Healthcare division.

NICHOLAS HALL'S NORTH AMERICAN CHC CONFERENCE

New Jersey • 25 September 2025

I would like to book _____ place/s for the following event/s:

	Early Bird (Before 25 July)	Normal Rate (From 26 July)
<input type="checkbox"/> Conference (25 September)	US \$1,250	US \$1,450

I would like to take the following sponsorship package (please tick):

Networking Drinks Sponsor Presentation Sponsor Exhibitor Sponsor

Payment Details

- Please send me a secure link so I can pay using a credit card
 Please invoice my company quoting the Ref / Order no. _____

Mr/Mrs/Ms/Dr Full Name _____

Job Title _____

Company _____

Tel _____

Email _____

**For more information or group booking rates,
please contact elizabeth.bernos@NicholasHall.com**