



NOVEMBER 6-9, 2017
Austin, Texas

Hygienix 2017 Conference Papers

Absorbent Hygiene Products Workshop

- **Absorbent Hygiene Products Workshop**
Presentation not currently available for download -- contact speaker for paper
Carlos Richer, *Richer Investment S.A. De C.V.*
- **Absorbent Hygiene Products Workshop**
Presentation not currently available for download -- contact speaker for paper
Eduardo Leal, *Diaper Testing International SA De CV*

Keynote: Brand Disruptors

- [Happy and Healthy Lives: The Honest Evolution](#)
Don Frey, *The Honest Company*
- [The Evolving Role of Private Label in a Branded Retail World](#)
Diana Sheehan, *Kantar Retail*
- [Trends for Propylene, Acrylic Acid and Super Absorbent Polymers Markets: Challenges and Opportunities in the Shale Gas Era](#)
Steve Lewandowski, *IHS Markit*

Incontinence Perspectives: Consumer & Institutional

- [A Market Research Symphony Is Required Versus Having an Instrument Virtuoso, To Create a Winning Holistic Product Experience in Feminine Adult Incontinence](#)
Sion Agami, *Procter & Gamble Co.*
- [AI Standards - Mission Impossible or Not](#)
Steven Gregg, *National Association For Continence*

Incontinence Perspectives: Product & Positioning Opportunities

- [Challenges, Strategies and Successes for Continence Care in the UK](#)
Tracy Stewart, *AHPMA (Absorbent Hygiene Manufacturers Association)*

- [Global Markets for Adult Incontinence Products: 2016 – 2030](#)
Janet O'Regan, *Cotton Incorporated*
- [New to The World Incontinence Product: Technology, Tenets and Tools](#)
Tom Wilson, *CenterBrain Partners, Inc.*

Diapers: Smart & Sustainable

- [Everyday Monitoring of Incontinence Products: A New, Disruptive Technology](#)
Peter Curran, *Simavita*
- [Leading the Upcycling of Absorbent Hygiene Products](#)
Ioannis Hatzopoulos, *The Procter & Gamble Company*

Feminine Hygiene Disruptors

- [Finding Opportunities for Growth in Female Health and Wellness](#)
Rachel Braun Scherl, *SPARK Solutions For Growth*
- [THINX: Social Innovation Through Product, Brand and Impact](#)
Shama Amalean, *THINX*
- [Feminine Hygiene - A View From the Front Lines](#)
Alyssa Dweck, MS, MD, FACOG, *CareMount Medical*
- [Lunapads - A Commentary on 21st Century Period Culture](#)
Suzanne Siemens, *Lunapads International Ltd.*

Performance & Economics of Thinner Diapers

- [The Quest for the Perfect Pulpless Absorbent Product](#)
Donald Sheldon, *Advanced Absorbent Technologies, LLC*
- [Fluffless Diaper Concepts](#)
Jim Robinson, *BASF Corporation*
- [Thinner Baby Diapers - Need for Improved Acquisition Layers](#)
Bruce Harding, Ph.D., *Georgia-Pacific Nonwovens*

Cutting Edge Approaches to Odor Control

- [State of the Art of Odor Testing with a Special Focus on the Hygiene Industry](#)
Nathalie Nibbe, *Olfasense GmbH*
- [The Nose Knows: Using the Human Nose to Detect Product Odor in Disposable Hygiene](#)
Darius Deak, *Bostik, Inc.*
- [Making Sense of Odor Measurement for Better Product Designs](#)
Michael McGinley, *St. Croix Sensory, Inc.*
- [Making Sense of Odor Measurement for Better Product Designs](#)
Laura Kiely, *H.B. Fuller*

Game Changers: Machine & Technology Developments

- [Exploring the Impact of New Generation Nonwoven Technologies On the Global Hygiene Industry](#)
Pricie Hanna, *Price Hanna Consultants LLC*
- [Smart, Digital, Connected Hygiene Converting Lines](#)
Paolo Ocleppo, *Sandvik Hyperion*

Game Changers: Retail & Demographic Groundswells

- [Why E-Commerce Won't Replace All Retail Stores](#)
James Smith, Ph.D., *EconForecaster LLC*
- [Millennials Growing Up and Boomers Growing Older: Absorbent Hygiene Products in a Changing Population](#)
Karen Fingerman, *University Of Texas At Austin*

Material Science Developments in AHP

- [New Test to Evaluate the Effectiveness of a Diaper's Core System](#)
Michael Mitchell, *BASF Corporation*
- [Biobased SAP for Disposable Hygiene Applications](#)
Scott Bolin, *Tethis*
- [Skin Health benefits of Ingeo PLA Fibers - Hygiene & Beyond](#)
Aman Kulshrestha, *NatureWorks LLC*
- [Skin Health benefits of Ingeo PLA Fibers - Hygiene & Beyond](#)