NOVEMBER 17-19, 2020
Virtual Conference

Table of Contents

Industry Outlook: The AbHy Industry Under COVID-19

- **Challenges for 2021 and Beyond: Post-Covid-19 Supply Chain Resiliency and Sustainability for Absorbent Hygiene Products**
  Colin Hanna, *Price Hanna Consultants LLC*
  Price Hanna, *Price Hanna Consultants LLC*

- **Global Market for Absorbent Hygiene: Disruption, Innovation, Path to Future Growth**
  Svetlana Uduslivaia, *Euromonitor International*

U.S. Economic Forecast & Industry Statistics

- **The Outlook for the North American Nonwovens Absorbent Hygiene Market and the Impact of Covid-19.**
  Brad Kalil, *INDA*

- **U.S. Economic Outlook**
  Lindsey Piegza, Ph.D., *Stifel Financial Corporation*

PACKAGING & LABELING CHALLENGES

- **Third Party Certifications for Hygiene Products – Their Scope and Influence on Manufacturers and Consumers**
  Monica Becker, *Cradle To Cradle Products Innovation Institute*

- **Navigating Sustainability Label Claims to Set your Brand or Business Apart**
  Alan Perlman, *NSF International*
  Jeff Wilson, *NSF International*
The Future of AbHy

- **Hygienix 2035, Product of the Year (A Thought Experiment)**
  Nick Carter, *Avgol Nonwovens*
  DeeAnn Nelson, Ph.D., *Avgol Nonwovens*

- **Lessons from the Front Lines on Reducing Confusion & Building Trust**
  Adam Greenberg, *NorthShore Care Supply*

- **Collection & Composting Program for Bamboo-based Baby Diapers**
  Michael Waas, *TerraCycle Inc.*
  Sergio Radovcic, *DYPER*

2020 HYGIENIX Innovation Award™ Presentations

- **MDP - Male Drip Protection**
  Alex Gross, *Dermasteel, Ltd.*
  Ian Heyman, *Dermasteel, Ltd.*

- **High Gel Strength (HGS) SAF™ fabrics**
  Mark Paterson, Ph.D., *Technical Absorbents Ltd.*

- **Full-Care® 6217**
  Daniel Everson, *H.B. Fuller*

Innovative Developments & Intellectual Property

- **The Future of Sustainable Plastic Alternatives and the Impact of the SUPD on Innovation**
  Bryan Haynes, Ph.D., *Kimberly-Clark Corporation*

- **Innovative Stretch Engine Improves Heat Transfer & Dissipation**
  Michael Sandlin, *SWM International*

- **Consumer Feedback – Analyzing Amazon Reviews and other Market Research Tools**
  Natalia Richer, *Diaper Testing International*
  Irene Richer, *Richer Investment / Diaper Testing International*

Smart Diapers

- **Technologies for Smart Sensors in Absorbent Hygiene Products**
  Olaf Isele, Ph.D., *Metaxi SimBioSys LLC*

- **Smart Diaper Technology – Everyday Wellness Monitoring in a Low Cost, Manufacturing Friendly Package**
  Peter Curran, *Simavita*

- **Diaper Wetness Detection Using Low-cost Hydrogel-Based RFID Tags**
  Pankhuri Sen, *MIT AutoID Lab*
  Rahul Bhattacharyya, Ph.D., *MIT*
Testing

- **The Fallacies in Our Testing**
  Jim Robinson, *Absorbent Hygiene Insights, LLC*

- **Bringing Scientific Certainty to Decisions About Product Feel**
  Peter Botticelli, *SynTouch, Inc.*

Principles of Sustainability & Elder Care

- **LESS OUCH, MORE AHHH – Cotton Applies Hard Science to Sensitive Skin**
  Janet O'Regan, *Cotton Incorporated*

- **Incontinence Products: Ensuring Safety and Quality to Aging Adults**
  Steven Gregg, *National Association For Continence*