



SIMPOSIO NAPOLI

INGREDIENTI, HAIR COLOR & MARKET TRENDS

09:30 (Aula Sorrentino – Dip. di Farmacia)

Registration

09:50 – 10:00 (Aula Sorrentino – Dip. di Farmacia)

Introduction and welcome

Prof. Angelo Izzo - Head of the Department of Pharmacy

Prof. Sonia Laneri - Coordinator of Master's degree in Science and Technology in the Cosmetics Industry

10:00 – 11:00 (Aula Sorrentino – Dip. di Farmacia)

Semi-permanent Hair Color

Vera Tofani - South Europe Account Manager

11:00 - 11:30 (Aula Sorrentino – Dip. di Farmacia)

Hair Toners – Color Enhancement and Color Correction

Vera Tofani - South Europe Account Manager

11:30 – 12:00 (Aula Sorrentino – Dip. di Farmacia)

Coffee Break

12:00 – 12:30 (Aula Sorrentino – Dip. di Farmacia)

Make up Trends on TikTok

Andrea Cavenaghi - South Europe Account Manager

12:30 - 13:00 (Aula Sorrentino – Dip. di Farmacia)

Let's innovate Men's Grooming together!

Andrea Cavenaghi - South Europe Account Manager



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13:00 – 14:00 (Dip. di Farmacia)

Lunch Break

14:00 – 15:00 (Aula Sorrentino – Dip. di Farmacia)

Skin Care: Sensient's Proposals

Vera Tofani - South Europe Account Manager

15:00 - 15:30 (Aula Sorrentino – Dip. di Farmacia)

Gen Z: Redefining Beauty Industry Globally

Andrea Cavenaghi - South Europe Account Manager

15:30 (Aula Sorrentino – Dip. di Farmacia)

Wrap-up & Closing

GIOVEDÌ 30 OTTOBRE 2025

Dalle 9:30 alle ore 15:30 presso Università degli Studi di Napoli Federico II

Dipartimento di Farmacia – Aula Sorrentino

Via Montesano, 49 – 80131 Napoli (MI)