



FOR IMMEDIATE RELEASE

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**ICMAD hosts leader of the natural products movement
in West Coast forum**

Deer Park, IL; September 24, 2015 - Renowned natural products expert Jeremiah McElwee will headline ICMAD's West Coast Regional program to share insights from a remarkable career in transforming the health, wellness and beauty industries.

All professionals are invited to attend this special event on Thursday, October 8, from 6 to 8 p.m. (PT) at Murad, 2121 Park Place, 1st Floor, El Segundo, CA.

"ICMAD is proud to host Jeremiah and learn from his impressive experience as an innovator and pioneer in the natural and organic sector creating brands from seed to shelf," said Pamela J. Busiek, ICMAD President and CEO. "His wealth of knowledge in all facets of the business and supply chain is relevant with any size company and will offer value to established firms and startups alike."

McElwee is currently VP of Purchasing and Merchandising at Thrive Market, an e-commerce site for a variety of curated wellness products. A 22-year veteran in the marketplace, McElwee masterfully transformed the apparel and wellness categories by implementing several quality standard initiatives and the largest-ever sustainable packaging guidelines for a major retailer - Whole Foods Market - and managing its thriving 365 private label brand.

Advance registration is required as seating is limited. RSVP here:
<http://www.icmad.org/events/upcoming-events>

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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. Stay on top of the latest regulations and events with ICMAD and connect on Facebook (www.facebook.com/ICMADTalks), Twitter ([@ICMADTalks](https://twitter.com/ICMADTalks)), and online at www.icmad.org.