

# PROTECTING BEAUTY INNOVATION AND CONSUMER SAFETY ON TIKTOK SHOP

## Summary

Beauty remains a high-growth, high-influence category, but social commerce is accelerating exposure to dupes. This session explores how beauty brands can **protect equity, trust, and product integrity as imitation scales with demand.**

### We'll discuss:

- How changing beauty market dynamics and social commerce models are increasing imitation risk, from dupe culture to coordinated seller abuse.
- What brands need to do in practice to strengthen enforcement, reduce repeat infringement, and respond faster where product safety and trust are at stake.

## Speakers:



**Marta Guerreiro**  
Brand Protection  
Strategist at  
SnapDragon



**Olivia Mazzucotelli**  
Head of Brand &  
Industry Relations at  
TikTok Shop



**Kelly Dobos**  
Cosmetic Chemist &  
Adjunct Professor at the  
University of Cincinnati.



## Agenda:

- 1. The market forces reshaping beauty:** How moderating growth, rising consumer discernment, and new purchase drivers are changing what brands need to protect.
- 2. The evolving social commerce threat landscape:** How creator-led discovery, viral demand, affiliate models, and rapid seller activation are increasing exposure to imitation.
- 3. The safety and trust implications of dupes:** Why counterfeit and non-compliant products create heightened formulation, compliance, and reputational risk
- 4. The enforcement model for brands operating at scale:** stronger detection, evidence gathering, and repeat seller suppression.

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