



November
03-14
2025

SOLVE SESSIONS

THE AGELESS ERA:
REIMAGINING HUMAN HEALTHSPAN

2025 SOLVE SESSIONS THEME

THE AGELESS ERA: REIMAGINING HUMAN HEALTHSPAN

*"And if you should survive to a hundred and five
Look at all you'll derive out of being alive"
-Frank Sinatra, "Young At Heart"*

Society is increasingly concerned with extending our vitality and lifespan. Accelerated scientific and technological advances are now pushing these ambitions from science fiction to reality. But with these exciting efforts come big questions about what it really means to live much longer—and what kind of life that would be.

This season of *Solve Sessions* will dive into the biology of anti-aging, the rise of longevity medicine, and how these ideas intersect with quality of life. We will examine this through the lens of health inequity, focusing on how it affects populations without access to such privileges and still facing common diseases with treatments limited to the wealthy.

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 03 – FRIDAY, NOVEMBER 07

Session Title	Description	Internal Speaker	Date and Time
The Age of Longevity	<p>In this curiosity-fueled opener, we'll voyage through time and explore humanity's age-old obsession with living longer and living better. From cultural and philosophical roots, through scientific revolution to current cutting-edge biotech and biohacking, we'll uncover how our understanding of aging keeps evolving and where it's headed. Together we'll separate fact from fiction, dive into the science of slowing aging, and explore how metabolic optimization and wearables might help us thrive in the decades ahead.</p> <p>We'll also talk money because longevity is big business. From Bryan Johnson's Blueprint to VC-backed moonshots, we'll ask: who's winning, who's losing, and who's just selling empty lies?</p> <p>Lastly, we discuss what it means for us, healthcare brand's and communications – the opportunities and societal pitfalls and how we can drive more equitable, meaningful conversations as we push the boundaries of healthspan.</p>	Vernon Bainton <i>Chief Medical Officer,</i> <i>Havas Lynx UK</i>	Monday, November 3rd 10:00 am – 11:00 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 03 – FRIDAY, NOVEMBER 07

Session Title	Description	Guest & Internal Speakers	Date and Time
Anti-Aging, the Human Capital of Longevity	<p>The field of longevity is undergoing a seismic shift—from viewing aging as an inevitable decline to recognizing it as a process we can influence, delay, and even reshape. By 2050, the global population over 60 is expected to double to 2 billion, placing immense pressure on healthcare systems, social structures, and economies. In this context, promoting healthy aging—extending not just lifespan but healthspan—has become a global imperative.</p> <p>This presentation highlights the most promising areas of research, including senolytics, mTOR inhibitors like rapamycin, and gene and epigenetic therapies aimed at tissue rejuvenation.</p> <p>With the global anti-aging market projected to reach \$421.4 billion by 2030, this is no longer just a medical challenge—it’s a societal opportunity. The presentation closes with a call to action: aging is not a condemnation, but a malleable journey—and one we must all help shape.</p>	<p>Dr. Juan Marques Rodrigues <i>MD, FACC, FESC, Cardiologist, Professor of Experimental Cardiology</i></p> <p>Suket Patel <i>Global Chief Medical Officer, Havas Health Network</i></p>	<p>Tuesday, November 4th 10:00 am – 11:00 am EST</p>

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 03 – FRIDAY, NOVEMBER 07

Session Title	Description	Internal Speakers	Date and Time
Longevity or Hubris? The New Frontier of "Eternal" Health	<p>From Gilgamesh's quest for immortality to alchemists chasing the elixir of life, the desire to live longer is nothing new — but today, the scale is unprecedented.</p> <p>In this session, we will explore the important cultural and behavioral changes consumers are making for the betterment of their future selves. But how much is too much? Is longevity going to free us from the beauty tyranny or is it creating a new one?</p>	<p>Mariya Valkodinova <i>Head of Planning,</i> <i>Havas Life Paris</i></p> <p>Flaminia Gyss <i>Strategic Planner,</i> <i>Havas Life Paris</i></p>	<p>Wednesday, November 5th 10:00 am – 11:00 am EST</p>

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 03 – FRIDAY, NOVEMBER 07

Session Title	Description	Internal Speaker	Date and Time
Longevity Made in Europe—Between the Art of Living and the Science of Aging	<p>This session explores longevity through a European lens: from Mediterranean lifestyles and Nordic wellness to German precision in biotech and healthcare.</p> <p>Europe’s “slow longevity” culture will be contrasted with the U.S. tech-driven approach, while scientific and ethical differences, as well as brand and startup innovations, highlight how the future of healthy aging is being shaped.</p>	Yvonne Preller <i>Managing Director,</i> <i>Havas Life Berlin</i>	Thursday, November 6th 09:30 am – 10:30 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 03 – FRIDAY, NOVEMBER 07

Session Title	Description	Guest Speaker	Date and Time
From Wellness to Geroscience: How We Actually Get to Longer Lives	<p>Nutrition, exercise, and supplements have diminishing returns for lifespan. The next leap comes from treating aging itself.</p> <p>Peter Ottsjö maps the geroscience toolkit, shows how AI is accelerating discovery and development, and briefly surveys visionary hedges (whole body replacement and biostasis) that could bridge us to the ageless era.</p>	Peter Ottsjö <i>Author, Science Journalist; Longevity, Biotech and AI at reachlevity.com; Longevity Biotech Fellow</i>	Friday, November 7th 10:00 am – 11:00 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 10 – FRIDAY, NOVEMBER 14

Session Title	Description	Guest & Internal Speakers	Date and Time
The Future of Healthy Aging: Science, Medicine, & the Prosumer Revolution	<p>Join us for a provocative, high-energy conversation that challenges everything you thought you knew about aging.</p> <p>Part fireside chat, part debate, part inspiration. Join three trailblazers at the intersection of science, medicine, and culture as they unpack the seismic shifts redefining healthy aging.</p> <ul style="list-style-type: none"> • Jennifer Garrison, PhD — entrepreneur and leading researcher, reveals the cutting-edge science behind ovarian aging and its global implications. • Dr. Jack Kreindler — renowned physician and technologist, explores how medical advances and deep tech are transforming human performance and healthspan. • Nachson Mimran — creative visionary and activist, brings the voice of the highly engaged prosumer, reshaping the future from the ground up. <p>Expect bold ideas, uncomfortable truths, and fresh perspectives. What are the real medical challenges and communication opportunities ahead? What does the inside track on new tech and science mean for healthcare brands? And what big questions should we be asking, now?</p> <p>Expect disruption. Demand insight. Join the conversation.</p>	<p>Prof. Jennifer Garrison <i>PhD; BSc; faculty member at the University of California, San Francisco and the University of Southern California</i></p> <p>Dr. Jack Kreindler <i>MBBS; BSc (Phys) Lon Hons DipMM Founder, NextMed Health</i></p> <p>Nachson Mimran <i>Entrepreneur, Impact Investor, and Co-Founder of to.org</i></p> <p>Vernon Bainton <i>Chief Medical Officer at Havas Lynx UK</i></p>	<p>Monday, November 10th 10:00 am – 11:00 am EST</p>

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 10 – FRIDAY, NOVEMBER 14

Session Title	Description	Internal Speaker	Date and Time
Talking to an Older Audience	<p>The 55+ age group is one of the most influential demographics, especially in developed markets where they hold significant wealth, purchasing power, and voter influence. Yet they remain largely invisible in media. When represented, portrayals are often negative and stereotypical, reinforcing harmful narratives that affect how this audience sees themselves and how they engage with brands.</p> <p>Ayesha’s session will explore how to meaningfully connect, communicate, and reach this growing population, and the role healthcare brands can play in the future.</p>	Ayesha Walawalkar <i>Chief Strategy Officer,</i> <i>Havas Lynx London</i>	Tuesday, November 11th 10:00 am – 11:00 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 10 – FRIDAY, NOVEMBER 14

Session Title	Description	Guest Speaker	Date and Time
The Future of Human Longevity: Why a Limit to Life Represents the Best Hope for a Breakthrough in Aging Science	<p>Professor Olshansky will begin this talk by discussing why the natural limit to human longevity is decades younger than current life expectancy, and that most people now living past age 65 are living on "manufactured time". This means humanity is moving away from life's longevity limit—not toward it; and this explains why future increases in life expectancy will continue to shrink unless it becomes possible to slow aging.</p> <p>This reality means that aging science and an effort to slow biological aging has become one of the most important and valuable public health movements in the modern era. Without a successful gerotherapeutic, future generations of older people could become more frail than current generations living out to extreme ages; with it, humanity will likely experience a new era in aging and longevity.</p> <p>The final part of his presentation will focus on the fact that Blue Zones across the globe are now disappearing. Understanding why this is happening could open up new doors to public health interventions that yield increases in healthspan before a gerotherapeutic becomes available.</p>	<p>Professor S. Jay Olshansky <i>Biodemography and Gerontology Professor, University of Illinois at Chicago</i></p>	<p>Wednesday, November 12th 10:00 am – 11:00 am EST</p>

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 10 – FRIDAY, NOVEMBER 14

Session Title	Description	Internal Speaker	Date and Time
The U.S. Market for Longevity Treatments— a Payer Perspective	<p>This session will consider the challenges and possible remedies to coverage and reimbursement for longevity treatments in the U.S. market.</p> <ul style="list-style-type: none">• How will payers view a treatment that is not disease-specific?• How will outcomes be measured?• If a longer lifespan leads to longer healthspan, is there evidence of cost offsets in avoided chronic disease?• Do long-term outcomes make sense for commercial payers with 20-25% turnover per year? <p>Possible remedies for these challenges may include demonstrating the value of disease prevention, outcomes-based reimbursement, and tying longevity treatments to particular conditions, such as cardiovascular disease.</p> <p>The session will conclude with a consideration of how coverage and reimbursement perspectives of payers may differ in non-U.S. geographies.</p>	Bill Crown <i>EVP, Director of HEOR and Advanced Analytics, Havas Health Network</i>	Thursday, November 13th 10:00 am – 11:00 am EST

SOLVE SESSIONS: **SPEAKER PRESENTATIONS**

MONDAY, NOVEMBER 10 – FRIDAY, NOVEMBER 14

Session Title	Description	Internal Speakers	Date and Time
Our New Business Reality: Designing for the Long-Life Era	<p>Jacquie and Kristian will discuss the seismic impacts of longevity on the marketplace. They'll discuss new and emerging consumer needs—including those of an aging population that are often overlooked—and the industries that are being reshaped as a result.</p> <p>If you are seeking to better connect with an older audience or spark new thinking that helps your brand break through, you won't want to miss this one.</p>	<p>Jacquie Lovelock <i>SVP, Group Strategy</i> <i>Director, Havas Lynx NY</i></p> <p>Kristian Henschel <i>Group Strategy</i> <i>Director, Havas Creative Network</i></p>	<p>Friday, November 14th 10:00 am – 11:00 am EST</p>