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Collaboration | The Covid-19 crisis and its economic restraints have highlighted the importance of international collaboration between companies in the beauty industry worldwide. The Openstreams Global Beauty Industry Summit aims to create a platform to make this easier.



➤ **Lan Vu,**
 Founder and CEO, Beautystreams,
 Tampa, FL, USA,
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The global beauty industry has been rocked by the Covid-19 crisis, inspiring Beautystreams to take positive and constructive action in response to the collective challenge of 2020 and beyond. The trend platform, known as a global beauty industry reference, recently launched the ‘Openstreams Global Beauty Industry Summit’ whose mission is to foster global collaboration, and explore common goals and solutions that will strengthen the industry’s ecosystem.

“After a decade as a key industry player, we wanted to give back to the community,” said Lan Vu, Founder and CEO of Beautystreams. “**Today’s crisis underlines that borderless collaborations and a holistic industry approach are more vital than ever.** Our hope is that the summit will pave the way towards continuous industry exchange worldwide”.

The event, that took place on October 23, 2020, was open and without cost to the entire global beauty community. It gathered key international

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beauty associations and trade show organizations from around the world including Australia, Brazil, China, Colombia, South Korea, France, Germany, India, Indonesia, Italy, Japan, Spain, United Kingdom and the USA. Discussions provided expert perspectives, first-hand information, and insights into global industry practices, all of which are so critical during the pandemic because there is no precedent and no statistical data that can be relied upon for forecasts.

Improving social awareness

“We believe that, together, in the beauty industry, we can promote positive awareness of issues such as women’s empowerment, gender equality, and self-esteem on a global and local scale,” said Lan Vu.

The summit was the inaugural event of the Openstreams Foundation, a non-profit organization which will serve as a bridge for the beauty industry to link to non-profit initiatives that invest in the community, including vocational training and developing job opportunities in impoverished areas. A key area of focus

for the Openstreams Foundation is education which gives people the tools and dignity to build a better future for themselves.

Lan Vu was born in Saigon, Vietnam and fled to the United States with her family during the Vietnam War in 1975. Twenty years later, she returned to Vietnam as an adult. Inspired by the spirit of the people, she founded several companies, part of the proceeds going to the Vietnamese craftsmen to improve their working conditions. Ten years ago, she founded Beautystreams, a trend platform for the global beauty industry which has since grown into a vast worldwide community.

Instead of a celebration, Lan Vu decided to contribute to the beauty community by **launching a non-profit organization, the Openstreams Foundation**. Through it, she and her team hope to spread a borderless spirit. “In today’s world where countries are closing borders and racism is on the rise, there is a need to offer a friendly, neutral platform for exchange and collaboration,” said Lan Vu.

Virtual summit

The summit was originally scheduled to take place at the United Nations headquarters in New York, a symbol of diplomacy among nations. However, due to the pandemic, the event took place online.

On 25 November, 2020, one month after the summit, the official report will be launched. This will be a definitive report, gathering key insights from the summit and featuring the global and local insights of the participants, as well as additional perspectives.

Topics will include current challenges, sustainability, technology, retail, philanthropy, and the integration of remote work. The report will include feedback from 17 national associations and 11 trade show partners whose combined reach spans over 100 countries. Using an extensive beauty industry database, an industry survey will also be conducted in seven languages (including English, Mandarin, Spanish, Portuguese, French, Korean, and Italian). The report will be complimentary for the global beauty community as part of the Openstreams Foundation’s non-profit initiative related to the summit.

Supporting even more

Beautystreams and the Openstreams Global Beauty Industry Summit are also supporting the Covid-19 Solidarity Response Fund, powered by the United Nations, the World Health Organization, and the Swiss Philanthropy Foundation. The fund will give individuals and companies the ability to support the World Health Organization’s and partners’ efforts to track and understand the spread of the virus, ensure patients get the care they need and frontline workers receive essential supplies and information, and accelerate efforts to develop vaccines, tests, and treatments.

“The Covid-19 pandemic has impacted us all. The aim is to **create a movement towards ongoing borderless exchanges worldwide** through the Openstreams Global Beauty Industry Summit,” said Lan Vu. □