

Lan Vu, founder of Beautystreams

Not only does she foresee the future (regarding beauty) but would like to improve it. Read and you will understand

Lan Vu is the founder and CEO of BEAUTYSTREAMS (<https://beautystreams.com>), a benchmark for the cosmetic industry on a worldwide scale: BEAUTYSTREAMS is in fact the most accredited agency of trend forecasting in the Beauty sector: able to provide forecasts on colors and textures, In-depth insights on future consumer behaviors as well as trend analysis. In other words, LAN is a well-known visionary regarding future trends with more than 30 years' experience. On a B2B level. Why has LAN been chosen as our personality of the month? This can be summed up in 3 words - which she would like to say not only to us who are reading but to the entire world: **STOP AGE ANXIETY.**

openstreams foundation

**STOP
AGE
ANXIETY.**

TWO CURIOSITIES ABOUT LAN VU

What advice would you give to women, today, to remember in 10 years?

Embrace who you are. See yourself in a kinder light, and adjust the expectations you put on yourself. This will alleviate unneeded stress and allow you to see your unique beauty. **Cultivating inner joy will make you beautiful at any age!**

What are your favorite beauty products?

Every time I walk into a beauty store, I feel like a candy shop full of wonders. For myself I love lipsticks – I have a large collection of lipsticks and lip glosses from many brands. Lipsticks adds instant color and polish to any look. Unfortunately, during COVID, lip make-up is covered by masks, but it's still my favorite item!

A CAMPAIGN WHICH IS RADICALLY UNCONVENTIONAL

What exactly does STOP AGE ANXIETY mean? Literally - stop being anxious about aging, fighting against time and the signs of the passed years! This message certainly goes against the mainstream in the beauty world which still talks about anti-wrinkle, anti-age, anti-aging. This is the basis of a global campaign which is being promoted by Openstreams Foundation - a non-profit organization founded by LAN - whose mission is to promote the global collaboration, further awareness of the key matters which relate to the beauty sector and support such awareness. By working and cooperation, the beauty industry can and must contribute in transmitting a more positive awareness - on a global and national scale - regarding matters such as women's empowerment, gender equality, health education and self-esteem.

The STOP AGE ANXIETY campaign, launched a few weeks ago, aims at totally changing our behavior towards aging and lifting the pressure created by beauty gurus and the perfection imposed by the media and social media. Aging often perceived in a negative manner whereas it should be accepted as a natural part of life!

In this aspect the beauty industry has an important role to shake the expectations of society in general. Stop age anxiety is not against anti-aging products but encourages a more open-minded vision to aging.