

BEAUTYSTREAMS

PRESS RELEASE

Miami - April 29, 2026 - for immediate release

Beauty Is Borderless: BEAUTYSTREAMS Launches a Global Gateway to the Beauty Industry

Beauty has long operated across borders – ideas, ingredients, and innovation moving fluidly between markets. What has remained fragmented is access: a clear, structured way to navigate that global exchange.

Following an exclusive pre-launch at in-cosmetics Global, **BEAUTYSTREAMS** formally introduces **BEAUTYNEXOS** on April 29, 2026 – a global gateway to the beauty industry designed to bring visibility, connection, and structure to an otherwise dispersed landscape.

As geopolitical shifts reshape how industries operate, BEAUTYNEXOS emerges as a necessary counterbalance: a neutral, global space for connection, collaboration, and shared intelligence. It is not simply a platform, but a foundation for a new model of industry interaction.

A Rare Vantage Point

For more than 17 years, BEAUTYSTREAMS has operated at the core of the global beauty industry, guiding leading companies in innovation, product storytelling, and strategic direction across markets. That rare vantage point, combined with long-standing industry relationships, creates a unique understanding of how the industry operates across borders, and where it lacks cohesion. With BEAUTYNEXOS, BEAUTYSTREAMS evolves from just providing insights to enabling the ecosystem itself.

For founder **Lan Vu**, the vision is also personal. Born in Vietnam, raised in the United States, residing in Europe, and operating globally, she has experienced the beauty industry not only as a set of regional markets, but as a continuous exchange. BEAUTYNEXOS translates that perspective into a structured way to access and engage with a global industry.

“Over the years, I’ve seen how fluid and interconnected the beauty industry really is, yet much of that remains invisible,” said Lan Vu. “BEAUTYNEXOS is designed to make those connections visible and actionable.”

A Platform Designed for Visibility and Growth

The BEAUTYNEXOS platform connects companies, professionals, products, and insights within a single environment. Key features include a global directory, a product and ingredient library supporting formulation and benchmarking, curated trend intelligence, and an international beauty trade calendar. Built-in translation enables interaction across languages and markets.

A Three-Pillar System

BEAUTYNEXOS represents the latest milestone in a long-term objective to build a fully integrated B2B Beauty Industry Vertical – unifying intelligence, responsibility, and business development within one centralized system.

This vision is built on three complementary pillars, developed over 17 years:

- BEAUTYSTREAMS (founded in 2009), a global authority in beauty intelligence and strategic foresight, enabling companies to anticipate trends and guide innovation across markets.
- Openstreams Foundation (launched in 2019), the non-profit arm driving global collaboration and elevating critical issues impacting the beauty industry.
- BEAUTYNEXOS (introduced in 2026), the platform connecting the ecosystem, enhancing visibility, enabling collaboration, and supporting business development across the global beauty value chain.

Together, these three entities create a unified infrastructure designed to support the industry end-to-end.

Industry-wide Collaborations

The launch of BEAUTYNEXOS brings together a select group of founding and honorary partners united by a shared ambition: shaping a more connected and globally aligned beauty industry.

Art Cosmetics joins as a Gold Founding Member, exemplifying a pioneering vision and a long-term commitment to innovation, industrial excellence, and cross-border collaboration.

Silver Founding Members – Beukay Cosmetics, Catalent Self-Care, GEKA, Gotha Cosmetics, Mibelle Group, Mistine, and Susonity – represent a forward-thinking group of industry leaders. Their early engagement reflects both strategic foresight and a willingness to help define new pathways for visibility, collaboration, and growth across the value chain.

The broader ecosystem extends to leading trade shows and national beauty associations, including ABIHPEC (Brazil), Aesthetics Practitioners Advisory Network (Australia), Beauty Cluster (Spain), Beauty Fair (Brazil), Beauty Nury (South Korea), CEW (USA, France, UK), China Beauty Expo, CiE (China), GCC (Korea), National Innovation Centre for Ageing (UK), in-cosmetics Global, NYSCC (USA), and Premium Beauty News.

Looking Ahead: The “Beauty in Borderless” Forum at the United Nations

To mark its launch, BEAUTYNEXOS will culminate its first year through the Openstreams Global Beauty Industry Summit: *The Beauty is Borderless Forum*, held on November 5, 2026, at the United Nations Headquarters in New York.

This exclusive, invitation-only gathering will convene global beauty leaders from multinational companies, trade show organizers, and national beauty associations to foster high-level dialogue and cross-border collaboration on the industry’s key challenges.

The Summit will gather 26 organizations from 12 countries across 6 continents, reflecting the truly global scope and diversity of the initiative.

Positioned at the intersection of thought leadership and industry action, the Summit will serve as a catalyst for defining shared priorities, strengthening global resilience, and advancing a more inclusive and collaborative future for the beauty industry.

About BEAUTYSTREAMS

BEAUTYSTREAMS is the global reference in beauty trend intelligence, delivering forward-looking insights and strategic analysis to leading beauty brands, manufacturers, and organizations worldwide. With over 15 years of expertise and deep industry integration, BEAUTYSTREAMS plays a central role in shaping innovation and guiding decision-making across the global beauty ecosystem. Through its three pillars – BEAUTYSTREAMS Premium, BEAUTYNEXOS, and OPENSTREAMS – it supports the industry across insight, connection, and collaboration.

About BEAUTYNEXOS

BEAUTYNEXOS is a B2B platform designed as a gateway to the global beauty industry – bringing together companies, professionals, products, and insights within a unified environment. Powered by BEAUTYSTREAMS, it enables greater visibility, connection, and business development across markets.

About OPENSTREAMS FOUNDATION

Openstreams Foundation is a non-profit organization focused on fostering dialogue, collaboration, and thought leadership within the global beauty industry. Through curated gatherings and initiatives such as the Global Beauty Industry Summit, it provides a platform for exchange across sectors, markets, and perspectives.

For any inquires or to interview one of our experts, please contact: press@beautystreams.com