

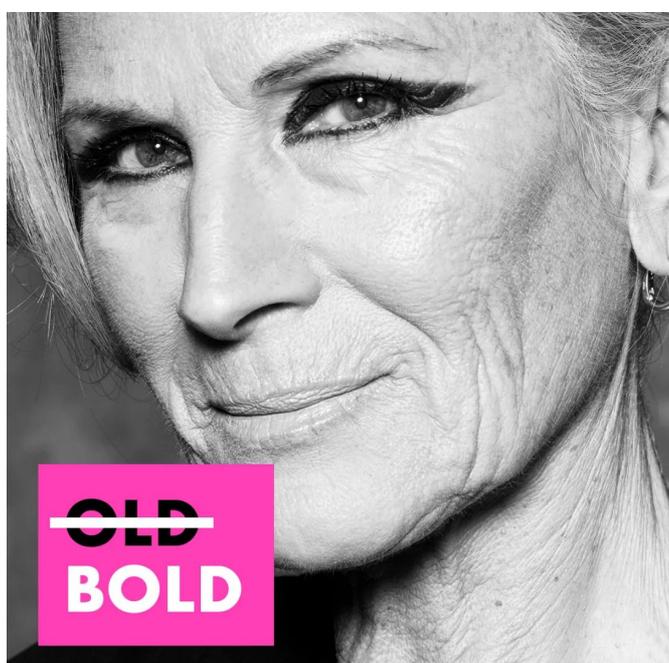
A new initiative of the Openstreams Foundation: STOP AGE ANXIETY.

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The Openstreams Foundation is a non-profit organization established by BEAUTYSTREAMS. We are pleased to introduce a new initiative of the Openstreams Foundation: STOP AGE ANXIETY. Its aim is to challenge our attitudes towards aging and alleviate the pressures created by the beauty dictates of our modern society. Aging often has a negative connotation, but it should be embraced as a natural part of life. With the global population living longer and growing older, the consequences of aging are garnering more attention than ever. The number of persons aged 80 years or older is forecasted to reach 426 million by 2050.

The beauty industry plays a powerful role in shaping society's expectations and are encouraged to promote a positive, healthy, and inclusive view towards aging. Sponsored by BEAUTYSTREAMS, the year-long Stop Age Anxiety awareness campaign will roll out between April 2022 and March 2023.



What is age anxiety?

Our society creates constant pressure concerning physical appearance. Most beauty ideals are built around concepts of youth and create unrealistic desires to appear and stay young at all cost. People of all ages are exposed to age anxiety, and the damaging effects on self-esteem. Today, teenagers feel the pressure to prevent early signs of aging, exacerbated by social media. Adults believe that youthful appearance is equated with dynamism in the workplace and success in romance. Seniors feel anxiety because they feel disconnected and excluded from active society.

Forging new paths for inclusivity.

At the OpenStreams Foundation, we believe that age is not an issue that must be addressed; it is a part of life that needs to be embraced and accepted by us. All ages and appearances are beautiful, and age is part of our diverse and inclusive society, just like skin color, body shape, gender definitions, and beliefs.

The purpose of the campaign is not to denounce anti-aging or prevent it, but to expand what beauty means at all ages. We want consumers to have wider choice and freedom to deal with their relationship with age. Themes such as physical and mental health and mental health not only offer great potential for aging, but also broader business opportunities beyond the traditional “anti-aging” market.

We believe the cosmetic industry can help expand the standards of what defines beauty to release unnecessary stress, rather than just trying to find solutions to the symptoms of age anxiety caused by our society.

If you are interested in our foundation activities, please visit our foundation homepage [HTTPS://OPENSTREAMSFUNDATION.ORG/](https://openstreamsfoundation.org/) for more information.