

openstreams foundation

PRESS RELEASE

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The Openstreams Foundation, the non-profit arm of BEAUTYSTREAMS, is pleased to announce the 2nd edition of the Openstreams Global Beauty Industry Summit. In these challenging times, fostering global collaboration is more crucial than ever.

On December 12, 2024, the Openstreams Foundation will host an exclusive, non-profit summit bringing together esteemed beauty industry leaders and global institutions at the United Nations Headquarters in New York (West Terrace, Delegates Dining Room). This iconic venue underscores the Openstream Foundation's commitment to promoting international collaboration and driving impactful initiatives within the beauty sector.

With aging populations steadily rising, this year's theme, *The Aging Forum*, focuses on this global challenge. The World Health Organization estimates that those aged 60 and above will reach 2.1 billion by 2050, emphasizing the need for strategic solutions to support an aging world.

Aging is universal and impacts every individual. And while attitudes and multi-generational representation have advanced, age biases are still evident — particularly in beauty. With its extensive reach and influence, the beauty industry is uniquely positioned to lead a positive shift in society's perceptions of aging.

The 2024 Openstreams Global Beauty Industry Summit will bring together international experts from leading beauty corporations, associations, press, and trade show organizations. Roundtable discussions will address the societal implications of aging, health, and longevity, exploring how innovations can establish new standards for supporting older consumers.

According to Lan Vu, Founder and CEO of the Openstreams Foundation and BEAUTYSTREAMS, “the world is interconnected, and only through open dialogue and exchange can we thrive together as an industry. The Openstreams Global Beauty Industry Summit is an unparalleled initiative which brings together diverse perspectives, encouraging a comprehensive understanding of industry challenges, particularly around aging, which affects consumers and businesses alike. This dialogue is essential for identifying shared goals and developing effective strategies that address the evolving needs of the market. The summit's inclusive platform ensures that views from different regions contribute to shaping the industry's future, leading to more comprehensive and effective solutions. By prioritizing open exchange, the summit not only promotes growth but also helps establish a more sustainable and responsible beauty industry.”

True to its mission, following the event, the Openstreams Foundation will publish a complimentary official report in January 2025, freely available to the global beauty community. The report will highlight main findings and perspectives from this landmark event, including exclusive insights and proprietary data from a global consumer survey of seven countries.

For further information, please contact: communications@openstreamsfoundation.org

About The Openstreams Foundation

The Openstreams Foundation is a non-profit organization created to foster global collaboration, promote awareness of key issues related to the beauty sector, and support education. By working together, the beauty industry can promote positive awareness on a global and local scale.

The first Openstreams Global Beauty Industry Summit took place in October 2020 and served as an open forum think tank comprising 17 key international beauty associations and 15 trade show organizations. Vast findings from this summit on the topics of sustainability, inclusivity, the future of brick-and-mortar, safety, and digitalization were offered publicly in the form of an official report following the event. The event was very

well-received and garnered international press coverage. The 2nd Openstreams Global Beauty Industry Summit aims to rethink how we view aging, exploring strategic approaches to support and address tomorrow's senior population.

About BEAUTYSTREAMS

BEAUTYSTREAMS is the world's premiere B2B trend platform for the beauty industry, providing comprehensive beauty sector insights, forecasts, analytics, and marketing solutions to product development, marketing, and strategy teams of companies on six continents. Leveraging human intelligence and AI technology, BEAUTYSTREAMS empowers clients to stay ahead of market trends and make informed, expert-driven decisions.