

“Never be satisfied with yesterday’s technology. A master skin care formulator should expect more – every drop should make a difference.”

THE FORMULATOR

BY
JANEL LUU
CEO OF LE MIEUX COSMETICS

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anel Luu has enjoyed over 35 years of experience in the global cosmetics industry as an international educator, outward-looking researcher, and master skin care formulator. Her extensive background and expertise in anti-aging cellular technology and global beauty have created a solid foundation for her leading-edge skin care brands, including Le Mieux Cosmetics, Le Mieux Clinical, PurErb, and MID-GEN. Dynamic and relevant, Luu has educated and inspired over 37,000 skin care professionals and physicians, sharing her passion for skin-remodeling treatments and fascia-sculpting techniques that redefine the best skin care imaginable.

WHO I AM

1. BIGGEST LEAP OF FAITH I’VE TAKEN IN MY CAREER

I returned a 10-carat, Burmese ruby from my husband on our first wedding anniversary – for a lab mixer and beakers to start my formulating career.

2. ONE PERSONALITY TRAIT THAT CAN BE FOUND IN ALL LEADERS

Always stand up to life’s challenges despite the odds and don’t negotiate with failure.

3. PERSONAL MANTRA

Never accept the status quo.

4. PREDICTION FOR THE INDUSTRY

Consumers will become more educated through technology, such as advanced skin imaging systems. As time passes, the pendulum will swing back to personal touch.

5. ONE PERSONAL SELF-CARE PRACTICE

Every night, I use my gua sha tool with aromatherapy to relax my mind.

6. SOCIAL ISSUE I THINK ISN’T TAKEN SERIOUSLY ENOUGH

We need to redirect the focus to children’s education in art, music, and culture – and especially personal (not techie) interaction.



ABOUT ME

My passion is to strive to be better every day – to constantly evolve. I like to think outside the box. Life is an ongoing experiment, not a series of successes and failures.

MY CREDENTIALS

- Intrepid CEO
- Fearless formulator
- Fascia-firming expert
- The Korean Google of information and East-West ambassador of K-beauty and Ameri-beauty
- Food curator
- Dog lover

CONNECT

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TO THE FUTURE

Let’s bridge the global definition of beauty! Innovative skin care products and facial remodeling techniques from different cultures can be married to each individual’s unique skin signature. Our passion is helping people identify their skin signature and inspiring a dedicated, targeted lifestyle, so they look and feel better every day.

 **Le Mieux**
THE SERUM AUTHORITY