

# CAROLINE CHU



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## THIS IS WHAT 46 LOOKS LIKE

BEAUTY ENTREPRENEUR  
**CAROLINE CHU**  
ON WHY SHE DITCHED  
HER TECH JOB FOR A  
CAREER IN COSMETICS

### ON GOING TO GREAT LENGTHS

"As a schoolgirl in Taiwan, I had to wear a uniform, no makeup and keep my hair short. So it's no wonder that as an adult, I grew my hair really long and started my own cosmetics company [Caroline Chu, Inc.]. I'm a rebel at heart."

### ON HOW SHE ACHIEVED SUCCESS

"I moved to the United States at 20, and although I knew very little English, I worked hard, earned a master's degree and spent 15 years working in Silicon Valley."

### ON IGNORING THE NAYSAYERS

"When I decided to start my own business after 40, many people said, 'You're too old' and 'Stop wasting your time and money.' I'm glad I didn't listen."

### ON HER BEAUTY ROUTINE

"I use a gentle cleanser twice a day followed by my own Ginseng Toner and Green Tea Antioxidant Serum (\$28-\$42; carolinechu.com). And I regret not wearing sunscreen in my twenties, so now I apply it daily."

AS TOLD TO NIKKI OSTASIEWSKI

PHOTOGRAPHED BY Perry Hagopian



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HAIR: MARK ANTHONY FOR EXCLUSIVE ARTISTS; MAKEUP: JORDY POON FOR DOR BEAUTY; CLOTHING: BRUNELLO CUCINELLI FOR D&B; JEANS: JACONS; HER OWN JEWELRY