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Amanda Conklin-Ward, WhipLASH Aesthetics / Skin Tribe

By Claire Buisseret

Amanda Conklin-Ward is the owner, CEO, and Master Esthetician at WhipLASH Aesthetics in Stony Plain. Amanda started WhipLASH in 2016 and she has faced more than the typical ups and downs of a small business. The biggest obstacle, COVID-19. Amanda felt threatened by the virus and wondered if she had made the wrong choice in switching careers because her business was deemed “non-essential.” But to Amanda, her clientele comes first. Male or female, young or



old, Amanda will take on any new client in hopes of meeting their skincare and aesthetics needs. She was driven to persevere throughout the pandemic by her love for the family of clientele she has created in her studio.

As the Master Esthetician, Amanda does just about everything at WhipLASH. Not only did she start the company a few years ago, but she also takes on clients every day. WhipLASH began as a studio that offered eyelash extensions. Over the past few years, as Amanda and her team furthered their skill, knowledge, and expertise in the industry, the studio offered more services. WhipLASH now offers facials using specialty tools, hair removal treatments, and other aesthetics services. During the pandemic, Amanda was involved in the creation of a collective called Skin Tribe which is composed of like-minded beauty-loving individuals in Stony Plain. She commented that the industry is “a small knit community but we are all passionate about the same things.” The collective was formed to educate, spread skills among the community, and increase services available to the public.

In addition to being selected as one of the 2022 Women of Influence Amanda has been featured by the ProBeauty group who wrote an article on her. The Community Beauty Feature praised her contribution

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and reputation in the local aesthetics field. Amanda is passionate about empowering and educating the next generation of estheticians and skincare enthusiasts. She has spread her knowledge and skills to others by teaching at a local school. Amanda's achievements and certifications speak for her reputation in the industry. She has been recognized by the Greater Parkland Regional Chamber prior to being selected as a Woman of Influence, in 2019 she won the New Business of the Year Award.

Amanda is enthusiastic about educating students and the public about the aesthetics industry. Sharpening your professional skills and keeping up-to-date with your education is a necessity in this field. Later this year, Amanda plans on bringing on more staff to increase the amount of services available at WhipLASH. As well, she plans to take a few classes to improve her own knowledge and understanding of all things beauty and skincare. Amanda believes that community is important because "the more that you put into your community, the more that your community will give back to you."

WhipLASH is run based on Amanda's motto: "Beauty, Empowerment, and Excellence." She feels passionate about each aspect of this motto and implements them into her business every day. Amanda loves to empower others through her services, she loves all things beauty and skin, and she believes that it is important to excel by continually sharpening your skills. Amanda is proud to be a 2022 Woman of Influence; the reassurance that this recognition brings forth has driven her to persevere through career-related hardship and personal doubt. She is happier than ever and loves her job. There is no one more fitting for her role.