

# WOMEN IN AESTHETICS



The Groundbreaking Original Series from Industry Vet Wendy Lewis



GET TO KNOW AMY SLOAN, HEAD OF SKINCEUTICALS U.S.

## How did you get your start in the aesthetics field?

My interest in aesthetics began in college while I was playing competitive tennis. After hours of practice outside, I was in need of a way to combat dry, sun-damaged skin. I began getting facials every other month and loved it.

Post-college, I started my career at *Nature*, an international journal that publishes peer-reviewed research in all fields of science and technology. I gained insight into how clinical studies influence consumer behavior and brand outputs.

I took my knowledge from *Nature* and continued my career at L'Occitane, a French luxury beauty retailer. At L'Occitane, we generated in-store, service-oriented experiences for consumers to create an omni-channel distribution model. We saw sales soar when people got to experience the product with mini-hand protocols at sinks, especially around the holiday season.

With a personal interest in addressing my own skin concerns, a background in using clinical studies to help decode human behavior, and experience in connecting distribution models to increase efficacy, SkinCeuticals really brings all my expertise to life! It has truly been a dream role.

## Who are some of your mentors throughout your career and how did they influence your management style today?

I have been fortunate enough to have several mentors throughout my career to guide me to where I am today. From a L'Oreal perspective, Tina Fair, North America President of L'Oreal Dermatological Beauty, and Leslie Harris, Chief Strategy Officer, have played a significant role in my success, always lending advice or just a

safe place for hard discussions whenever needed.

During my L'Occitane days, Christine Burke, who is now the Senior Vice President of Strategic Partnerships at New York Road Runners, shared something I strive to do daily. Being a working mother of three young children she would say, "Things may be hectic, but you can only accomplish so much by 6 pm. When you are home, remember to take a breath and be present. You can start anew tomorrow."

## How do you think your colleagues and team would describe you as a leader?

Empathetic and calm.

## What advice can you offer women who are rising stars in medical aesthetics?

Be curious! Be brave! Whether you come from aesthetics, skincare, or a completely different industry, women who are curious about new paths to take and brave enough to take them will find exceptional growth professionally and personally.

## What are your pet causes?

Young women embarking on the path to parenthood will always be near and dear to my heart. With my experience welcoming our son through a gestational carrier, we found the navigation of resources both physically and emotionally tolling at times. I try to support anyone navigating this process. I believe in paying it forward and women supporting women.

## Give a quote that best describes your philosophy.

We are all human! Treating people with respect and kindness is so important in business and in life. ■