

A Good Collaboration Pushes the Boundaries of Both Partners

by Neil Blumenthal

Is it possible to have a business soulmate? If so, we think it happened for Amy Dickerson, Owner of Live Love Lash and Katie Wafer, Owner of Hydrate IV Bar. After meeting through their involvement in the Cherry Creek Chamber, these two knew immediately this was a match made in heaven.

Amy Dickerson, Owner of Live Love Lash and Katie Wafer, Owner of Hydrate IV Bar.



© MCNEIL DESIGNER PORTRAITS

WHAT MADE YOU THINK A COLLABORATION BETWEEN YOUR BUSINESSES WOULD BE A GOOD IDEA?

We are both passionate about the health and beauty industry and believe our businesses and services are complimentary and have strong synergy. As business owners, we have similarities in leadership style and vision and love bringing out the best in one another.

WE ARE STARTING TO SEE MANY CONCEPTS WHERE MULTIPLE BUSINESSES ARE IN THE SAME SPACE. WHY DO YOU THINK THIS IS BECOMING SO POPULAR?

We believe there is value in partnerships and lifting each other up. Plus, with both of the businesses in one location, clients can access a “one-stop-shop” for spa services and an IV at the same time.

WHY DID YOU CHOOSE TO LOCATE YOUR BUSINESSES IN CHERRY CREEK NORTH?

Cherry Creek North is a growing neighborhood with great energy and foot traffic. This neighborhood has a loyal clientele that is passionate about wellness with several complimentary businesses in this neighborhood. Our health and wellness benefits fit well with the priorities of the community.

WHY IS IT IMPORTANT TO YOU TO SUPPORT OTHER WOMEN IN SMALL BUSINESS OR TO SUPPORT SMALL BUSINESS IN GENERAL?

We each understand what it takes to start a business from the ground up and face challenges any business owner may have. We have also seen the direct results of our hard work in putting ourselves out

there in the community to ask for business, support, referrals and more. It really does take a village.

WHAT DO YOU LOVE TO DO IN YOUR SPARE TIME?

We both love nature, yoga, travel, connecting with others and wine (hello, happy hours!). We work VERY hard, but we also both prioritize self-care and work-life balance.