



PRODUCTS

New Year, New Skin Care: Wendy Lewis says January is the time to revamp your skin care selection

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Skin Care Innovations & Trends

Miami dermatologist Leslie Baumann, MD, author of Skin Type Solutions, introduced the **Skin Type Solutions™ (STS) Franchise System**, a unique retail store program that provides customized advice and dispenses Skin Type Solutions™ Certified skin care products. The STS Franchise is a store-within-a-store model, located within an existing physician's office as a new profit center. There is also an online component for STS skin care product replenishment and an expanded product line of prestige STS Certified skin care products.

The patent-pending system determines an individual's skin type through a detailed questionnaire. Patients are identified as one of 16 distinct Baumann Skin Types™. Next, they receive customized skin care advice and product recommendations. STS Stores research the brands, select products based on active ingredients, evaluate packaging, and "certify" products. The potential advantages include improved results, increased patient satisfaction, and retention with minimal returns.