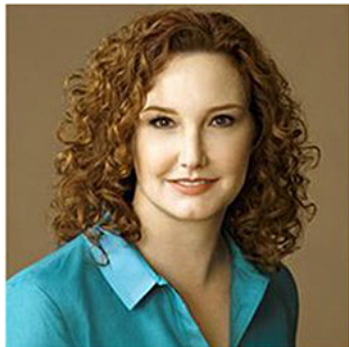


SPOTLIGHT ON: LESLIE BAUMANN, MD, FAAD

By LESLIE BAUMANN on September 14, 2015



1. How did you know you chose the right specialty in dermatology?

I have always been a fan of skincare and science; therefore dermatology was a natural choice for me. When I was a young girl I would read all of the biographies about Elizabeth Arden, Helena Rubenstein, Estee Lauder, Charles Revson, Mary Kay and all of the other great skincare entrepreneurs. Biology and chemistry were my favorite classes and I knew I wanted to be a doctor.

Last year, I started a new company called Skin Type Solutions Franchise Systems. It is a turnkey science- and education-based retail system designed to help doctors sell skincare in their offices. I look around the world for the latest skin care technologies and test them on patients with various Baumann Skin Types. I then chose the best products from various brands and combine them to form a prescription skincare regimen for the patient. The doctors who participate in the Skin Type Solutions system can access the latest skincare regimens and provide the regimens and educational information to their patients. I personally train all of the doctors' aestheticians to keep them up to date on the latest skincare products and cosmetic procedures. I really love to research and teach and my new company allows me to share my knowledge with participating aestheticians and doctors. There is information about this retail and educational system at STSFanchise.com. I know that I chose the right specialty in dermatology because I am never bored and always inspired by the latest science. I get to fulfill my desire to help people, to teach and to learn.

2. What is the mission of your company?

Skin Type Solutions Franchise Systems is designed to provide unbiased Medical Advice on Skincare® to patients, aestheticians and physicians. We are not a skincare brand. Instead, we independently study skincare brands and procedures to help patients, aestheticians and physicians choose the best products and procedures for each Baumann Skin Type.