

THE CURRENT TALK

EVENTS, IDEAS, & GOINGS ON



QUALITY CARE

Beautiful Beginnings in Burlingame

SkinSpirit launches a new branch on Burlingame Avenue.

In 2003, **Lynn Heublein**, a savvy tech veteran armed with a Stanford MBA and a desire to start a second chapter in her life—a more balanced and better paced one—launched **SkinSpirit**. Her partner, **Dr. M. Dean Vistnes**, a premier dermatologist, saw a gap in the skincare market—namely Botox for beauty. Indeed, Botox Cosmetic had only just received its green light from the FDA. Heublein and Vistnes sought to create a spa-like experience at their first SkinSpirit clinic. Clients took notice and the business has grown to meet an increasing demand for non-invasive treatments such as Botox, dermal fillers, skin tightening, laser and light therapies, and body sculpting, which have created a \$4 billion medical aesthetic category in the U.S. alone. Consumer demand and acceptance of these procedures is bringing younger consumers and men into the market, and the industry is forecasted to double by 2025.

This month, SkinSpirit will open its 11th location in Burlingame (two additional stores in Noe Valley and Montclair opened last month). The company's growth efforts are supported by recent executive hires (former Starbucks executive Ann Frossard has joined SkinSpirit

as the Chief Growth Officer) and over \$25 million in expansion financing from Northwest Bank and PWP Growth Equity, Perella Weinberg Partners' leading middle market private equity group.

At SkinSpirit, the products are curated, and the attendants are experts in their fields. "Quality is our north star, and any growth is secondary to that," says Heublein. Key to the new SkinSpirit Clinics will be the continuity of service that clients have come to expect. "We are making sure that each new clinic is staffed with many highly trained individuals who have worked in our other Bay Area clinics," she notes. "We see over 10,000 clients each month.

Whether someone comes in for one of our physician designed facials or more high-tech treatments, our goal is to make sure every one of them leaves our clinics having had a great experience. Our clients are confident they are getting access to the highest trained staff who deliver natural looking results with nothing overdone."

Taking one look at Heublein, it's easy to see this is one woman who practices what she preaches. www.skincare.com ♦



Lynn Heublein