



Photo: Greg Geyer



Oily, dry, combination or sensitive. For nearly a century we've depended on these four categories to prescribe treatments and select skincare products. But have you ever had problems treating an acne breakout because it's surrounded by dry, flaky skin? Or offered a tried-and-true sensitive skin product only to have the client break out in red, itchy patches? These problems arise because our current skin-typing system is too simple to address all of the skin variances that exist, says Leslie Baumann, MD, professor and director of cosmetic dermatology at the Miller School of Medicine, University of Miami. For 10 years, Baumann has been drawing on her own experience as a physician, researcher and educator to create The Skin Type Solution, a new book that details a revolutionary skin typing system that identifies 16 unique skin types.

Dr. Baumann's first book, *Cosmetic Dermatology: Principles and Practices*, appears in classrooms across the country and her latest effort is available to both professionals and consumers. We spoke with Baumann, who is currently on a nationwide tour promoting *The Skin Type Solution*, to discover how this system can help skincare professionals and their clients put an end to bad skin days once and for all.

How did you get involved in cosmetic dermatology?

I loved reading the biographies of Estée Lauder, Helena Rubenstein and Elizabeth Arden. They were among the first female CEOs, and I respected them for years. I would collect vintage cosmetics and vintage cosmetics ads. Chemistry was also one of my favorite school subjects, and cosmetic dermatology involves a lot of chemistry. My uncle was chairman of

By Inga Hansen **Skin Typing**
REVOLUTION



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the Dermatology Department at the University of Texas in Galveston, Texas, for many years, and so it just seemed like the ideal path. Now my hobby and my career are one and the same.

What led to the founding of the University of Miami Cosmetic Center (UMCC)?

My former chairman William Eaglstein had the vision of being the first university to have a cosmetic division. He knew of my love for cosmetics and hired me in 1997 to start the center. We've never looked back!

an educational facility. We train 21 residents a year, as well as 12 visiting international dermatologists a year—one each month. We also sponsor many educational training seminars. You can learn more about our educational programs at www.derm.net.

What have been your greatest challenges as an administrator of UMCC, and how did you overcome them?

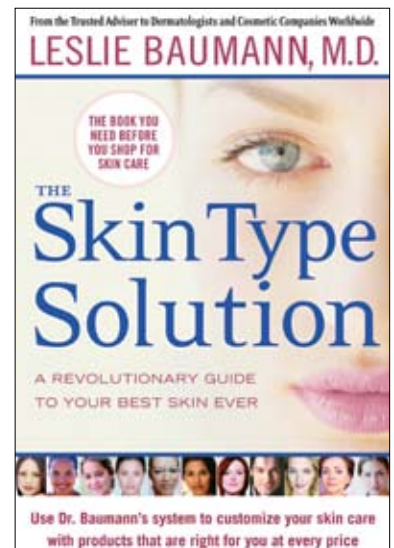
Hiring the right people and getting rid of the wrong people is the most challenging. It's much easier to hire the right people in

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Is this primarily a research facility or a patient care facility?

Both. We offer patient care and we do a lot of research. It's also

the first place. I have a tendency to like everyone, but I've become much better at identifying the right people for the job. And I



Released in March by The Bantam Dell Publishing Group, Dr. Baumann's latest book is valuable for physicians, estheticians and concerned clients.

read every administration book I can get my hands on!

How has the Baumann skin-typing system improved patient care in your facility?

I have a much better understanding of my patients' skin issues when I first see them because I have them complete the skin-type

Sample Questions

The following questions are excerpted from the "Baumann Skin Typing Questionnaire:"

Part One: Oily vs. Dry

In photos, your face appears shiny:

- Never, or you've never noticed shine.
- Sometimes.
- Frequently.
- Always.

If not moisturized, your facial skin feels tight:

- Always.
- Sometimes.
- Rarely.
- Never.

Part Two: Sensitive vs. Resistant

Can you use the soap provided in hotels on your body or face without a problem?

- Yes.
- Most of the time, I don't have a problem.
- No, my skin itches, turns red or breaks out.
- I would not use it. I've had too many problems in the past.
- I carry my own so I'm unsure.

How often do your face and/or neck get red after moderate exercise or as a result of stress or a strong emotion such as anger?

- Never.
- Sometimes.
- Frequently.
- Always.
- I always *am* sunburned. (You bad thing!)

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questionnaire before our consultation. It's as useful, perhaps even more useful, than looking at the skin because the questionnaire takes into account the patient's history. Normally, you can only judge a skin type based on how the patient's skin appears on this one day in time.

Can other physicians and estheticians reap the same benefits from using this scale?

Yes, and I encourage them to try the system. My book *The Skin Type Solution* includes the full questionnaire for patients to complete. However, I'm hoping that physicians and estheticians don't stop there. The book also educates patients about their skin. For example, I discuss melasma. What is it? What causes it? This allows physicians and estheticians to save valuable time. You won't need to spend a lot of time explaining these processes and what causes them. Instead, you can focus on what the individual needs that she can't get from a book. The book also covers the basics of cosmetic procedures:

what to expect with peels, IPL and microdermabrasion, in addition to providing dietary and lifestyle suggestions for each skin type.

Where and how did you find the products you recommend in your book and on your website?

Since I do research for many companies and have given advice on the development of many products, I'm intimately familiar with a wide range of skincare products—remember, it's my hobby and love as well as my career. I spent hours in stores reading labels, buying products and trying them on patients, family and friends of various skin types. I've now set up a website called www.DrBaumann.com where people of each skin type can come and tell me what their favorite products are. We also have a discussion forum so people can discuss their specific skin issues. It's my hope that physicians and estheticians will refer their patients to this site. It will improve outcomes and reduce patient callbacks

New Skin-Typing System

In *The Skin Type Solution*, Dr. Leslie Baumann identifies four major categories:

- ◆ Oily, Sensitive Skin
- ◆ Oily, Resistant Skin
- ◆ Dry, Sensitive Skin
- ◆ Dry, Resistant Skin

Each major category is then divided into subgroups based on four additional factors: Pigmented or Non-Pigmented and Wrinkled or Tight. The result is 16 distinctive skin types that can help doctors, estheticians and individuals make more informed decisions about the types of products and services they need.

Part Three: Pigmented vs. Non-Pigmented

After you cut yourself, how long does the brown (not pink) mark remain?

- a. I don't get a brown mark.
- b. A week.
- c. A few minutes.
- d. Months.

Do the dark spots on your face get worse when you go in the sun?

- a. I have no dark spots.
- b. Unsure.
- c. Slightly worse.
- d. A lot worse.
- e. I wear sunscreen on my face every day and never get sun. (Note: If you use constant sun protection because you're afraid you might get dark patches or freckles, answer *d*.)

Part Four: Wrinkled vs. Tight

Based on the places where you've lived, how much daily sun exposure have you received in your life?

- a. Little. I've mostly lived in places that are gray and overcast.
- b. Some. I've lived in less sunny climates at times, but also in places with more regular sun.
- c. Moderate. I've lived in places with a fair amount of sun exposure.
- d. A lot. I've lived in tropical, southern or very sunny locales.

Over your entire life, how many cigarettes have you smoked (or been exposed to)?

- a. None.
- b. A few packs.
- c. Several to many packs.
- d. I smoke every day.
- e. I've never smoked but I've lived, been raised by, or work with people who regularly smoke in my presence.

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because they can get their questions answered online.

How many years did it take for you to establish your skin-typing system and isolate indicated and contraindicated ingredients for each skin type?

Wow, the 10 years I've been in practice have all led up to it. I began to develop the typing system eight years ago but realized that most people are wrong

know someone's skin type just by looking at her. You need to know the history, and developing a full history is time-consuming. The questionnaire can be done ahead of the appointment, and it saves the physician so much time.

Are some skin types more common than others?

Yes, and we're working on a study right now to determine which

Using topical products with fats such as cholesterol, fatty acids and ceramides to replace topically what is lost through the diet. Masks and other products with these ingredients can help too.

Can a person change her skin type?

Yes, and your skin type often changes when you have a major life change—moving to a different climate, pregnancy, menopause, a new job. I recommend retaking the skin-type questionnaire after every major life change.

Which of the cosmetic procedures now available in medical aesthetic practices are most beneficial to skin?

I love retinoids. I think the all-time best thing is a retinoic acid peel. I also love Botox, fillers, IPL and vascular lasers. There are so many great choices. In my book, I describe procedures based on skin type. But there are so many options today compared to 10 years ago when I was starting out. It always reminds me of what an exciting field I'm in.

What do you see as the most promising procedures on the horizon?

Products geared at the genetic process of aging and the immunologic process to aging. It's hard to pick one because I'm involved in the development of so many new and promising procedures. We did the trials that led to the approval of Botox and Hylaform, and we're currently working with Juvederm, Reloxin, Sculptra and several laser trials. There's lots of great new stuff coming, and I'm thrilled because I'm almost 40! ♣

Inga Hansen is a Los Angeles-based freelance writer.

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about their skin type. That led me to begin work on the questionnaire three to four years ago. The questionnaire was the most difficult part of the system to develop. I worked with statisticians to make sure the questionnaire accurately revealed the subject's skin type with the fewest number of questions. I'm very proud of the questionnaire. It works!

Did you work with physicians from other specialties in your research for this book?

I worked with epidemiologists and statisticians as well as other dermatologists, of course. Many people at the University of Miami helped.

What are some of the most common mistakes you've seen among professionals who prescribe skincare products?

They may not be accurate about the skin type. It's hard to

ones are the most common. My website has a survey section, which will help in this study. I also offer newsletters on the site. The first one discusses the new "organic" labeling on skincare products and what it means.

What role do facials play in routine skin care?

They aren't good for some skin types, and they are good for others. This is another reason that skin typing patients is important. Oily, sensitive types who are prone to acne will often break out after the facial—it's a result of the friction of the massage, not the products that are applied. In this situation doing a facial with less massage would be more appropriate.

You mentioned that a low-fat, high-protein diet can wreak havoc on skin. How can physicians help their dieting clients maintain healthy skin?