

**FOR IMMEDIATE RELEASE**  
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**TRU-SKIN DERMATOLOGY**  
**SIGNS NATION'S FIRST DERMATOLOGY FRANCHISEE**

Austin-Based Dermatology Clinic Launches  
Tru-Skin Business Franchise Model for Investors and Physicians

**Austin, TX** – Tru-Skin Dermatology, America's first dermatology franchise is proud to announce the signing of its first franchisee, Dr. Chris D. Collins, MD, FAAD. Dr. Collins is an honors graduate from the University of Texas at Houston Health Science Center, MD Anderson and most notably a military veteran who was deployed in support of Operation Iraqi Freedom and continued his active duty service through 2012. He also earned the Montie-Lewis Award as the top dermatology military resident in the combined US Army and US Air Force Residency Program. He will be an area developer for the dermatology franchise and will develop three locations in central Texas. His first location will open in Leander, TX. Grand opening of his new Tru-Skin Dermatology Leander, TX office is scheduled for spring, 2013.

In 2012, Tru-Skin became the nation's first dermatology franchise offering a proven business model to deliver a means for physicians, investors, vendors and employees to make a meaningful contribution to lessening the skin cancer epidemic. By increasing patient access to dermatology in a calm and convenient environment, Tru-Skin improves skin cancer outcomes by treating patients and educating communities in metropolitan and rural markets. Additionally, each Tru-Skin Dermatology franchise location will create new jobs in the areas it serves.

"Using the Tru-Skin Dermatology system, I was able to go from one dermatology office to three in short period of time, and I derived tremendous personal satisfaction from meeting the skin cancer epidemic head on," explained founder Dr. Daniel J. Ladd. "Now, I'm offering this proven business model to physicians and investors who wish to make a difference in their community as well. People considering investing in Tru-Skin Dermatology should be interested in not only

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Nation's First Dermatology Franchisee**

treating predictable revenue, but in increasing skin cancer awareness and reaching out to the communities that those clinics serve,” said Dr. Ladd.

Tru-Skin Dermatology represents the next generation of dermatology private practices that perform the most current and innovative surgical, medical and cosmetic services including: free monthly cancer screenings, minimally invasive and non-invasive cancer treatment options, painless procedures, injectable agents, laser, peels, skin products, as well as in-house pathology and radiology services.

America faces a growing epidemic of skin cancer with approximately two million people diagnosed with skin cancer each year in the United States.<sup>1</sup> The increasing incidence of skin cancer has resulted in more skin cancer cases per year than colon, lung and breast cancer combined.<sup>2</sup> Tru-Skin Dermatology, a medical provider focused on the early detection and prevention of skin cancer, is committed to providing the highest quality dermatologic care for skin cancer and all skin conditions in convenient locations across the country.

For those physicians and investors seeking a dermatology franchise opportunity, Tru-Skin Dermatology guides and supports businesses from opening to operation in a “turnkey” manner. Single or multi-territory franchise opportunities are available. Tru-Skin is pleased to be able to offer military veterans a special incentive for joining their network. For more information on a Tru-Skin Dermatology franchise opportunity, visit [www.tru-skin.com](http://www.tru-skin.com) or contact the Tru-Skin Dermatology franchise department at 1-855-878-7546.

**About Tru-Skin Dermatology**

Tru-Skin Dermatology provides the highest quality dermatologic care for skin cancer and all skin conditions in a calm, comfortable setting. Tru-Skin Dermatology is a unique network of dermatology provider clinics that were created in response to a growing need for skin cancer treatment, general dermatology services and cosmetic procedures in convenient locations. Tru-Skin Dermatology was founded by Dr. Daniel J. Ladd, Jr.

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Dr. Ladd is a graduate of the University of Texas at Austin and the Des Moines University College of Osteopathic Medicine in Des Moines, Iowa. Dr. Ladd completed his residency training in Dermatology at the Kirksville College of Osteopathic Medicine in Kirksville, Missouri. In 2004 Dr. Ladd purchased a solo private practice in Austin, Texas, by 2008 he had created a predictable system of operations that allowed him to effectively penetrate 3 markets: Austin, Bastrop and La Grange. Tru-Skin Dermatology has become the world's first dermatology franchise in 2012.

**About The Shade Project**

As leader in the medical society and an active member of the community, Tru-Skin Dermatology established a non-profit organization called The Shade Project in 2011. The Shade Project's mission is to educate the public on skin cancer prevention through community outreach and protect children from harmful effects of prolonged sun exposure by erecting shade structures over outdoor play areas.

The Shade Project completed two shade structures in 2012; Lamar Middle School and Rosewood Park splash pad, both in Austin, TX. The Lamar shade structure was dedicated to the school during Skin Cancer Awareness Month on Don't Fry Day, May 25, 2012. For more information on The Shade Project, how to get volunteer and donate, visit [www.theshadeproject.org](http://www.theshadeproject.org).

**About The Dr. Dan Show**

The Dr. Dan Show is hosted by Dr. Daniel Ladd, Medical Director and Founder of Tru-Skin™ Dermatology and co-hosted by Lurleen Ladd, Executive Director of The Shade Project in Austin, TX. This weekly hour-long program airs on Austin's KJCE radio, the ABC news affiliate, and provides listeners with practical information about their health in an entertaining way. For more information on The Dr. Dan Show and to listen to recent broadcasts, visit [www.tru-skin.com](http://www.tru-skin.com).

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