



August 21, 2017

SWFL Dermatologist Named Business Citizenship Award Finalist

Florida Skin Center has been selected as one of three finalists for the 2017 Business Citizenship Award in the small business category, one of five honors that make up the 26th Annual Industry Appreciation Awards for excellence in Lee County's business community, presented by the Horizon Council and the Lee County Economic Development office.

The Business Citizenship Award recognizes a for-profit company who is creating a better quality of business and civic life in Lee County through financial, volunteer and active involvement in community organizations and programs. Florida Skin Center and the remaining two finalists will be judged by past award winners, as well as community and business leaders. They will need to obtain a minimum score from the judging panel to be considered for an award.

"It is Florida Skin Center's deepest desire to leave Lee County better than when we arrived in 2001," said Anais Aurora Badia, M.D., D.O., Founder. "If we continue to establish insightful events and offer services that keep community members healthy and aware, we have done our job and will be so humbled by any honors that bring our accomplishments to the forefront."

Some of Florida Skin Center's most noted developments include pre-determined free skin check days for children, veterans and those without health insurance. In June, the Lehigh Acres location commemorated Children's Day with 104 complimentary pediatric skin checks. Last year, Florida Skin Center also donated \$15,000 to the PACE Center for Girls, Trafalgar Elementary School for its "Raise the Roof" campaign and Post 4174 in support of Bryan Catherwood. Since 2015, they have also organized and executed the Take Your Skin To A Better Place 5K for skin disease treatment and awareness, most recently raising \$25,000 for the Melanoma Research Foundation. Other monetary pledges are \$10,000 to the Southwest Florida Community Foundation for the Women's Legacy Fund and a \$1,000 annual college scholarship through the Southwest Florida Hispanic Chamber of Commerce.

Award winners will be announced on October 12 during the Industry Appreciation Awards luncheon at the Hyatt Regency Coconut Point Resort and Spa in Bonita Springs, which includes networking and a program, as well as be placed in the Industry Appreciation Hall of Fame. The Business Citizenship Award is one of two awards given in two categories – small with 50 or fewer employees and large with 51 or more employees.

About Florida Skin Center:

Florida Skin Center opened its doors in 2001. Now with three office locations in Fort Myers, Cape Coral and Lehigh Acres, as well as a fourth location coming to Punta Gorda in the first quarter of 2018, Dr. Badia and her staff maintain a focus on excellence in patient care, with same-day, early-morning and walk-in appointments readily available. Patients will always be greeted with spa-like treatment, including a hot towel, juice or coffee and informational videos as they wait for a provider to assist them. Insurance and billing are handled onsite, and scheduling is strategically constructed to move a patient's day along as he or she desires. Call (239) 561-3376. Online at FloridaSkinCenter.com.

(<http://www.businessobserverfl.com/press/detail/swfl-dermatologist-named-business-citizenship-award-finalist/>)