

Q&A With Female Entrepreneur Lauren Theobald

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PHOTOGRAPHY BY FACE FOUNDRÍE PARK WEST

THE FACE FOUNDRÍE FRANCHISE OWNER BRINGS JOY TO HER CUSTOMERS

I am a FACE FOUNDRÍE fan (FaceFOUNDRIE.com). The estheticians there are always caring, compassionate, and well-informed about skin care. I've had everything from simple brow tinting to the new Royal Treatment, FACE FOUNDRÍE's most elevated, comprehensive service.

After such great experiences, I wanted to learn more about FACE FOUNDRÍE. I contacted Lauren Theobald, the owner of the Park West franchise, to learn more about her vision and why she chose Peoria for one of her two franchise locations in the Phoenix area.

TELL ME A BIT ABOUT YOURSELF AND HOW YOU ENDED UP IN ARIZONA.

Growing up in Minnesota, I'm a Midwest girl through and through. I'm also a third-generation female entrepreneur. I graduated with a degree in marketing and economics and pursued my marketing career at a small



business in the Twin Cities area. That's where I found my love for small business. I grew with that business as it was acquired, which transitioned into my corporate career as Director of Marketing. Almost 10 years ago, we moved to North Peoria to be closer to family and raise our children.

I found myself wishing for the early days of my career and the thrill of growing a small business and a team! I knew I wanted to do something that would bring others joy, impact the local community, and support other small businesses in the area. The opportunity to launch FACE FOUNDRIÉ in the Southwest checked all of those boxes for me!

WHAT DREW YOU TO FACE FOUNDRIÉ, AND WHY THE PARK WEST LOCATION?

I fell in love with FACE FOUNDRIÉ because of its mission of bringing affordable and approachable skincare to everyone! Joining FACE FOUNDRIÉ and leaving the corporate world was a huge risk. I believe this company will change how people see skincare—it's no longer an unattainable luxury. Everyone should feel comfortable and beautiful without a filter and do so at an affordable price.

I love the West Valley and saw a huge opportunity for small businesses to fill a gap in the community with curated, high-end, boutique-style, locally-owned businesses.

WHAT SETS FACE FOUNDRIÉ APART FROM OTHER PLACES THAT OFFER FACIALS?

FACE FOUNDRIÉ is truly an elevated experience. Everyone who walks in the door can expect kindness, compassion, and expert guidance to achieve their skin goals. We offer affordable and effective services for all things face: facials, brows, lashes, and expert guidance on skincare. We're open seven days a week to accommodate anyone's schedule!

FACE FOUNDRIÉ invests heavily in continuous training for our estheticians. When our clients visit us, they know their experience will feel like we rolled out the red carpet, from custom aromatherapy and weighted blankets to chocolate at the end of every service. Plus, we offer a place where everyone feels welcome no matter where they're at in their journey with their skin. We aim to make our clients feel better leaving than when they arrive.

DO YOU OFFER MEMBERSHIPS?

We offer a monthly Facial Maven membership, which includes a Focused Facial plus any enhancements for \$89.

I RECENTLY TRIED THE ROYAL TREATMENT, FACE FOUNDRIÉ'S MOST ELEVATED, COMPREHENSIVE SERVICE. CAN YOU TALK ABOUT THAT AND SOME OF THE OTHER TREATMENTS YOU OFFER?

The Royal Treatment begins with a True Facial Cleanse™ using advanced AquaPeel technology. The device uses the



LAUREN THEOBALD

AquaPeel handpiece to purge, vacuum, exfoliate, and infuse serums into the skin. The treatment includes a hot-cold wand, ultrasound, radio frequency, and a microcurrent. The result is a non-invasive mini facelift.

We offer 40-minute curated Focused Facials that include the Cryo Queen, Sculpt, Clean + Natural, and our signature FOUNDRIÉ Glow. Each service targets specific concerns, but we also have a list of enhancements that can further customize each individual treatment. Our most booked enhancements include Dermaplaning, BioEffect Hydrating Mask, LED treatments, and a Scalp Massage. We also offer Next-Level Facials (40-50-minute services) like the H2Glow powered by Hydrafacial, the Firm AF, and the Royal Treatment.

For anyone visiting us for the first time, we offer North Peoria Lifestyle readers 15% off their first services with us! Use code North Peoria when booking.