



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®

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NOTE FROM DR. MATTHYS

Look Up!

Look up... Seems simple enough. We are living life straight ahead, focused on our newly minted goals or commitments for the upcoming year. For all intents and purposes, we have about 4 weeks left of winter and spring is barreling down at us. Isn't that great? So far, so good. But looking up requires intent and a plan. The idea, like most ideas, comes from a simple observation.

While at dinner, my daughter sometimes asks to play certain songs. As a 2 plus year old, she has a wide variety of musical tastes. Sometimes she asks for YMCA by The Village People, sometimes she asks for her favorite Dean Martin song (That's Amore) and sometimes she asks us to play Vivaldi. As I said, a wide taste. So, this requires my cell phone and our family Apple music plan.

Upon looking to play one of these dinner time favorites, my phone buzzed and I was off looking at something quite different....during dinner. We have a 'no phones allowed' rule during dinner, but this was



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SUNFLOWER
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stump the doctor

Just one won't hurt, right?

Tanning before prom or homecoming seems like a harmless event. Just a bit of color and maybe a wonderful time. I have heard all the reasons:

- *“Everybody looks better tan”*
- *“Tan fat looks better than pale fat”*
- *“Being pasty isn't very tasty”*

This idea (for women and some men) may start young. Or, worse yet, may be modeled by a parent. Moms that tan have kids that tan. Tanning before prom or homecoming is usually the first ‘event tanning’ that occurs. What’s the harm? Everybody is doing it! Well, we know the harm.

Here are some stats:

- One tanning episode (yes just one!) increases a person’s risk for skin cancer (specifically melanoma) by 20%.
- Regular tanning (i.e. the kind performed before a dance) increases the risk of melanoma by 74%.

You are either thinking one of two things: Uh-oh...or not me. Well, melanoma rates have been increasing since the tanning industry created ‘event tanning.’ The rate is now 1 in 35 will develop melanoma in their lifetime and one person dies of melanoma each hour in the USA. While the average age of melanoma diagnosis is later in adulthood, melanoma is the most common cancer in women age 15-29 and second only to breast cancer from 29 to 44. So, avoid the burn®, wear the skin you are in and embrace your natural skin color. You will be happy that you did and will have better skin for a better life®.



Kind Words

"This is one of the best medical practices I see. They are always concerned about the patient and their comfort. Great people from the Doctors through the office staff. I always enjoy seeing them." - **W. H.**

"Greetings and goodbyes with Merry Christmas were greatly appreciated. Dr. Matthys thanked me for allowing them to take care of my needs, wonderful. You all are great." - **J.R.**

"Wonderful place. Staff are friendly and caring. I have and will continue to refer to Sunflower Dermatology." - **C.R.**

And the Survey Says...

Many patients receive a survey after a visit with us. The responses help us to know where we're doing well and where we need to improve. One of our core values is **RESPONSIBILITY**. That means we are all expected to take responsibility for your well-being and satisfaction!

Please take a moment to complete the survey when you receive it. There are only 7 questions so it shouldn't take you longer than 3 minutes to fill out.

We appreciate your compliments AND suggestions!



team member spotlight

ELLIE MATTHYS

How long have you worked at Sunflower Dermatology and what do you do?

About 11 years. I scan the papers into the system so the doctors and other staff have access. Occasionally I am the concierge, do the shopping or other things that are needed.

What's your favorite thing about your job?

My most favorite thing is not the work itself but knowing that I'm helping my son. I am very proud of him and I love being able to support him!

What is your favorite product and why?

I love the emollients because I have dry skin. It helps my makeup go on easier.

What do you enjoy doing in your free time?

Spending time with my husband, shopping with my kids, going to Chicago, visiting my other son who lives in Mississippi and doting on the grandkids at every opportunity!

DID YOU KNOW...

Reordering your favorite products online is easy!

Visit **SunflowerDirect.com** and register. Once you're registered for auto-refill, you qualify for FREE shipping!

Make your life easier with Sunflower Direct!



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DIRECT[™]
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FAIR & FASHIONABLE™

SKIN CANCER IS NEVER IN STYLE™



reminder: save the date!

Skin Cancer is Never In Style, but Kendra is!

YOU CAN FIND FAIR & FASHIONABLE AT KENDRA SCOTT
ON THE PLAZA ON FEBRUARY 16TH, 6-8PM.

The incredibly popular national jewelry designer, Kendra Scott, is hosting a fundraiser to benefit the skin cancer awareness efforts of Fair & Fashionable. A portion of proceeds that night will go directly to F&F to support the mission of reducing skin cancer. We hope you can make it. We've created an exclusive Fair & Fashionable Kendra Scott statement necklace you're sure to love!

To preview their designs, visit KendraScott.com.

Skincerely,

Your Tan-Free Friends at Fair & Fashionable

Fair & Fashionable is a movement created to change the belief that suntanned skin is healthy, beautiful and in-style. Fair & Fashionable, Inc. is a 501(c)(3) organization. Learn more about what we do at fairandfashionable.org.

what's new in dermatology?

Peanuts...Get your peanuts, here!

- New guidelines suggest parents should feed babies creamy peanut butter or puréed food with nut powder when infants are 4 to 6 months old to help lower the risk of life-threatening allergies.
- For most babies – kids without severe eczema or egg allergies that make peanut allergies more likely – new guidelines from the National Institute of Allergy and Infectious Diseases recommend introducing foods containing peanuts as soon as babies are able to tolerate other solid foods.
- The new guidelines are a radical departure from recommendations in 2000 that advised against giving babies peanuts before age 3. Revised recommendations in 2008 had suggested no food be delayed past 4 to 6 months but failed to offer specific guidance on when to feed babies peanuts.
- Peanut allergies are a leading cause of death from food allergies in the U.S. and the new guidelines aim to alter this statistic by helping babies get an early taste that will make severe allergic reactions less likely.
- Some allergic reactions can be mild with symptoms like hives or nausea, but more serious reactions can lead to anaphylaxis.
- As doctors and parents change their approach to peanuts to follow the new guidelines, early exposure should help dramatically curb the number of children who develop severe allergies, the researchers say.
- Under the new guidelines, most babies can have peanuts introduced at home by parents or caregivers, but infants with severe eczema or egg allergies should see an allergist first. A specialist can test for peanut allergies and if necessary, give babies their first taste of peanuts during an office visit.
- These precautions are for infants with severe eczema that doesn't respond to treatment with moisturizer or corticosteroid creams or ointments, not babies with temporary rashes.
- The new advice follows trial results reported in February 2015 that showed regular peanut consumption begun in infancy and continued until 5 years of age led to an 81 percent reduction in development of peanut allergy in infants deemed at high risk because they already had severe eczema, egg allergy or both.





Look Up!
Continued from Front Cover...

the exception. Finding music is key. However, after a minute of reading the news or whatever, my daughter said, "Daddy, look up!" WOW! Busted by a 2 year old. Yet, in her innocence, she is soooo right.

We all need to look up. Whether it is at the stars, the person across from us, the sun or the moon. Life goes by so fast and without intent to make a difference in other people's lives, it is wasted. We all need to set a course this year to look up, give people our attention and breathe the fresh air of life. You will never look back and think, "Boy I am glad I spent all that time on my device." We don't even remember what we say when we looked! So, look up, smile and simply be present.

Wishing you better skin for a better life®.

Brian Matthys DO

Medical Director

Sunflower Dermatology &
Medical Day Spa

Refer and Win!

We truly appreciate your referrals! Our business grows when we make you happy and you tell others about your experience at our practice. Thank you in advance!

Q1 REFERRAL INCENTIVE
IS \$250 DONATED IN
YOUR NAME TO YOUR
FAVORITE CHARITY!

Referring friends, family,
co-workers & others is easy!

Here's how it works:

- Receive 1 contest entry for your 1st referral
- Receive 4 contest entries for your 2nd referral
- Receive 6 contest entries for your 3rd and each additional referral

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www.sunflowerdermatology.com // facebook.com/sunflowerdermatology*



product of the month

SKINCEUTICALS® **Blemish + Age Defense**

Blemish + Age Defense is a targeted, oil-free approach for aging skin prone to breakouts. This first-to-market acid blend combines 2% dioic acid with an optimal alpha- and beta-hydroxy acid formulation to reduce the formation of acne and clogged pores, while improving the appearance of fine

lines, wrinkles, and uneven skin tone.

- Reduces excess sebum production
- Improves the appearance of blotchiness, blemishes, and uneven skin tone
- Decongests clogged pores
- Diminishes visible signs of aging
- Ideal for acne-prone, oily, combination, and aging skin types



PURCHASE OUR
PRODUCT OF THE
MONTH AND RECEIVE
A **FREE** TRAVEL SIZE
ANTIOXIDANT!