



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®



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note from dr. matthys

THE ONE SECRET YOU NEED TO KNOW

An excerpt from my book **better skin for a better life: a guide.**

I wish that the secret to healthy, glowing, gorgeous skin was hidden deep in the vaults of YouTube or Pinterest or old wives' tales. Truth is, however, that the secret isn't there. There are, however, countless other secrets, tips, hacks, and whatnot that promise sensational skin.

As a physician, I practice the Hippocratic Oath, which was rewritten in 1964 by Louis Lasagna, Academic Dean of the School of Medicine at Tufts University:

I swear to fulfill, to the best of my ability and judgment, this covenant...

I will respect the hard-won scientific gains of those physicians in whose steps I walk, and gladly share such knowledge as is mine with those who are to follow.

I will apply, for the benefit of the sick, all measures which are required, avoiding those twin traps of over treatment and therapeutic nihilism.

I will remember that there is art to medicine as well as science, and that warmth, sympathy, and understanding may outweigh the surgeon's knife or the chemist's drug.

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SUNFLOWER
DERMATOLOGY & MEDICAL DAY SPA

note from dr. matthys

THE ONE SECRET YOU NEED TO KNOW



Continued from Front Cover...

I will not be ashamed to say "I know not," nor will I fail to call in my colleagues when the skills of another are needed for a patient's recovery.

I will respect the privacy of my patients, for their problems are not disclosed to me that the world may know. Most especially must I tread with care in matters of life and death. Above all, I must not play God.

I will remember that I do not treat only a rash or a cancerous growth, but a sick human being, whose illness may affect the person's family and economic stability. My responsibility includes these related problems, if I am to care adequately for the sick.

I will prevent disease whenever I can, for prevention is preferable to cure.

I will remember that I remain a member of society, with special obligations to all my fellow human beings, those sound of mind and body as well as the infirm.

If I do not violate this oath, may I enjoy life and art, respected while I live and remembered with

affection thereafter. May I always act so as to preserve the finest traditions of my calling and may I long experience the joy of healing those who seek my help.

Part of this Oath, for me, is admitting that there is no one-size-fits-all magic cure. It means reminding patients that treatment sometimes takes time and patience. It means being an accountability partner as much as a physician and being the person that patients keep coming back to, not because they're instantly cured, but because we're a team focused on the same objective.

So the secret that you need to know isn't a miraculous berry from the tropics or a concoction of super foods that, when blended into mush, transform into a magical potion that cures every ill. You won't find it on YouTube or as part of a glossy, super convincing infomercial.

It might sound like I'm just being negative about the other voices in this realm, but it's important that I make sure this distinction is noted. As a physician, I can't just record a video and put it on YouTube unless that video has



WE APPRECIATE YOUR COMMENTS & SUGGESTIONS.
KEEP THEM COMING!

merit and whatever I'm talking about on that video can be backed up with evidence. Doing that—saying anything just to get your attention or to get your business—is against that Oath and it's against my personal moral compass.

All of this is to say that I know people search out information in various places and I know that people who call themselves experts in the field will likely tell you, via the Internet or videos or in-person conferences, that their way is safe and effective. And while some of those things might very well be, I hope you'll use a bit of common sense and know that as a physician I'm bound by the Oath I took. I'm bound by medicine and empirical evidence.

That said, here's the secret: slow and steady wins every time. The secret is that being diligent—using your medicine every time, coming to your appointment every time—is what will help you heal. If there's more than one thing wrong, it's picking one thing with which to start—often what's bothering you the most—and making a difference in that one instance before moving on to the next.

I'd love to hear your feedback! Email me at bmatthys@sunflowerdermatology.com with your comments.

Wishing you better skin for a better life®.

Sincerely,
Brian Matthys, DO
Medical Director
Sunflower Dermatology & Medical Day Spa

KIND WORDS

"Nicole was very helpful in setting my appointment. I needed to be seen right away and she made that happen. All of the front desk staff were very pleasant. I would definitely recommend Sunflower!"

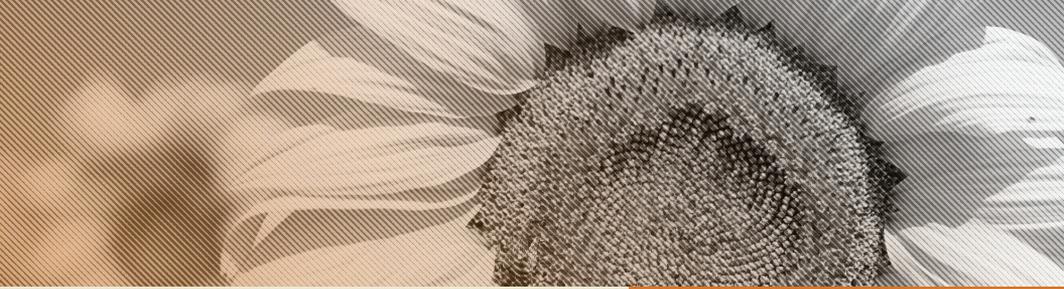
— Anonymous

"I've been a patient for a long time now and I've never had a bad experience! Everyone is very professional and very kind!"

— Anna C

"I wouldn't want any other dermatologist than the folks at Sunflower, they have always given me top notch services and they are the friendliest I have ever had at any medical facility."

— Larry S

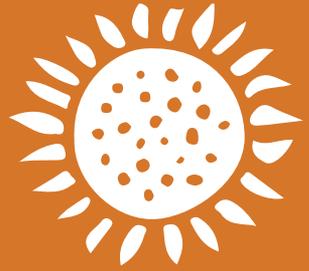


team member spotlight

MICHELLE LEVOTA

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

I've been here 2 ½ years and I'm a medical assistant. I take patients to their rooms and follow the doctors to support them. I handle some of the nursing visits like laser treatments, PDT and Blue Light treatments for cancer patients, and suture removals.



What's your favorite thing about your job?

I love interacting with patients and helping them. It's especially rewarding for me to work with skin cancer patients.

What's the one product you can't live without?

The new SkinCeuticals HA Intensifier. I feel like after using it my skin glows, plus it's easier to apply my makeup.

What do you enjoy doing in your free time?

I love spending time with my husband and our 2 dogs—Wally and Athena. We enjoy exploring KC, finding new places to eat, and hanging out with my nieces and nephews. I also like to travel and love Mexico because I enjoy the beaches and the food!

FAIR & FASHIONABLE™

SKIN CANCER IS NEVER IN STYLE™

SUN-SAFE FASHION

Fair & Fashionable kicked off May Skin Cancer Awareness Month by awarding its “Best Sun Protection” seal to **Sol La La**, a New York-based women’s sun-safe fashion brand.

“Sol La La meets our strict scientific requirements to protect from UVA and UVB rays—during May Skin Cancer Awareness Month and every day,” said Dr. Molly Menser, president and co-founder, Fair & Fashionable.

Sol La La aligns with Fair & Fashionable’s mission to use fashion to reduce skin cancer. The styles have proven broad spectrum protection while being comfortable and stylish to wear. We applaud Sol La La for their contributions to the prevention of skin cancer and premature aging.

Shop Sollala.com & save 15% by using the code **F&F15** at check out!



Skincereely,

Your Tan-Free Friends at
Fair & Fashionable

Skin Cancer is Never in Style!

#fairandfashionable

fairandfashionable.org

Fair & Fashionable is a movement that utilizes fashion as a platform to reduce the rate of skin cancer.

Fair & Fashionable, Inc. is a 501(c)(3) organization. Learn more about what we do at **fairandfashionable.org**.

what's new in dermatology?

VITAMIN D AND SUNSCREEN: TAKE 100

The age old question about Vitamin D and sunscreen has reared its head again in the media and the Journal of the American

Osteopathic Association. Vitamin D is made by Ultraviolet light B (UVB) and in the skin.

When the sun hits your skin, Vitamin D is produced. But only outside.

Vitamin D cannot be produced with the sun through a window because glass blocks UVB and does not block Ultraviolet A (UVA.)

Here is where the challenge occurs. Skin cancer is caused by UV light. And, on our end, skin cancer is more common than all other cancers combined. How much UV light is too much? Great

question! If you get brown or sun burned, you have had too much. But, the Vitamin D deficiency epidemic is huge.

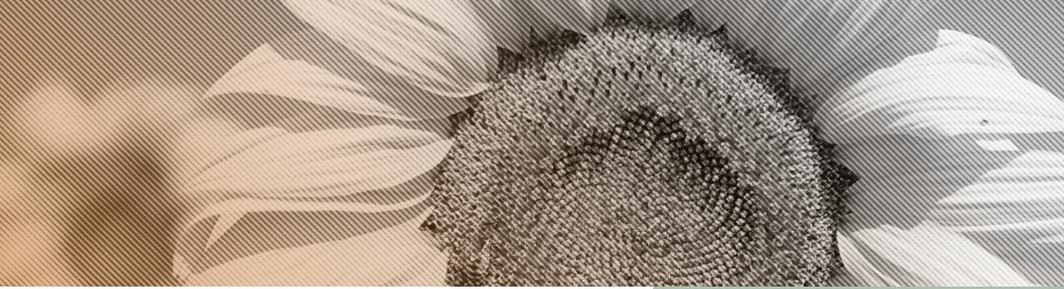
So many people have Vitamin D deficiency and it appears to be increasing. But, is sunscreen to blame? While the evidence based articles may make it seem that way, my personal experience



seeing patients makes me second guess this phenomenon. The statistics for people who wear sunscreen indicate that few people comply: about 18% of men and 31% of females say they wear SPF daily on

their face. So how can sunscreen be the cause of Vitamin D deficiency?

Insufficient Vitamin D affects 1 billion people worldwide. In the winter months, if you live latitudes greater than 37 degrees (the US is 38 degrees North), the UVB is not enough to help make Vitamin D. So, what to do? First, get tested. Vitamin D may help a huge



number of conditions including cancer, diabetes and multiple sclerosis. It definitely helps bones, so know where you stand. Remember foods like eggs, salmon and tuna are loaded with Vitamin D. You can take a Vitamin D supplement of at least 1000 international units (IU) daily.

If you are deficient your doctor will take some measures to make you better quickly. Finally, a bonus. Go outside, listen to the birds, take a walk. Stop watching TV and put your phone down. Go for a walk at lunch to clear your head. Don't stop wearing sunscreen and start if you do not. All of these things will help you in multiple ways and provide you with better skin for a better life®.

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**BE SUMMER-READY WITH
A TOP 10 PRODUCT!**

**SkinCeuticals®
PHYSICAL FUSION
UV DEFENSE SPF 50**

Our physicians' choice facial sunscreen is a weightless fluid with 100% physical filters that effectively provides broad spectrum UVA/UVB protection. It is also water resistant up to 40 minutes and adapts to every skin tone.



refer
& 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!

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

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RECEIVE A FREE TRAVEL SIZE ANTIOXIDANT!



product of the month

SKINCEUTICALS® BODY CARE

SkinCeuticals body care includes targeted skincare formulations for dry skin, rough texture, loss of firmness, and visible signs of aging on various body areas. These corrective products are clinically proven to deliver visible improvement for common body skin concerns and complement the benefits of in-office treatments.

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