



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®



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note from dr. matthys

SHalloween...What **\$CARES** you?

What scares you? This is a great topic as we head towards Halloween and what some people say is their favorite holiday. It scares me, a bit, that we spend, here in the USA, almost 9 billion dollars on this holiday. WOW. Now, before we go any further, I am not a fun sponge. I love a great costume and enjoy candy corn and candy pumpkins more than I would care to admit. But, 9 billion dollars... Again, wow. This is hard in the face of our current economy in medicine.

Patients have a hard time spending money or prioritizing their money towards health care. They can't prioritize money for doctor's visits or important medicine that will make their health better and help their quality of life. Again, 9 billion dollars... What does this have to do with our mission of *better skin for a better life*®? Glad you asked!

We don't want you to be scared when it comes to your skin. In fact, sometimes if you feel that you are being "**shallow**", it could save your life. Here is a recent example. A patient of mine, who I hadn't seen in years, suddenly re-emerges into our practice. His wife, a wonderful person, had been a fan of our cosmetic practice. Botox, Cosmetic fillers, etc. He admitted to me that his wife had...

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stump the doctor

Q. Natural products are the best products and the only products...Right?

A. I hear this many times a week...
"I don't want to put chemicals on or in my body. I want to use only 'natural products.'"

Just to be clear, I am not against anything and everything natural. I am always for what works. Whatever that may be! So, according to the scholarly tome of Wikipedia, here is the definition of a **natural product**: *a chemical compound or substance produced by a living organism—that is, found in nature in the broadest sense, natural products include any substance produced by life.*

This is great! However, a definition this broad can be problematic. Does this mean that there is a place for poison ivy in skin care? Or, how about the liquid a skunk sprays to defend itself? Now, I know I am laying on the sarcasm a bit thick, but we must all use some sense when we talk about medicine. A good number of our medicines are from "nature." In fact, a recent study

stated that 70% of medicines introduced in the last 25 years have been derived from natural products. Think penicillin coming from mold, etc. But also remember, just like poison ivy or that awful skunk smell, just because it is *natural* doesn't mean it is safer or better. It just means it is *natural*. At Sunflower Dermatology, we believe less medicine is the best medicine so let's all work towards *better skin for a better life*®.

Q. Just once won't hurt?

A. Tanning before a wedding and/or tropical honeymoon seems like a harmless event. *"Everybody looks better tan in photos"...* *"I need a base-tan so I won't burn on my honeymoon"...* This notion may have started while in high school when the first *event-tanning* occurs before prom or homecoming. *"What's the harm? Everybody is doing it."*

Well, we know the harm and see the effects of tanning in our office everyday. ONE tanning episode (yes, just one) increases a person's risk for skin cancer (specifically melanoma) by 20%.

Continued from the Front Cover

note from dr. matthys

SHalloween...What **SCARES** you?

Regular tanning increases the risk of melanoma by 74%!

Melanoma rates have been increasing since the tanning industry created *event-tanning*. The rate is now 1 in 24 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.

Primary sun protection would be to avoid tanning beds or purposeful tanning in general. Secondly, visit the office of a dermatologist. We can spot dangerous moles early and will educate our patients (students) with the facts. Avoid the burn[®], wear the skin you are in and embrace your natural skin color!

...died 3 years ago due to melanoma. You can imagine my horror. How could this happen? We routinely ask our patients to do full skin exams, even if they come to us just for Botox. This sounds unusual, but we know the benefits of this type of exam. She would never let me look at all of her skin and always thought the mole on the bottom of her foot was just a "birthmark." Now, I honestly can't remember how hard I pushed her, but last I checked, it was illegal (or at least unethical) to force people out of their clothes. The bottom line is this: Had I been able to see this earlier, she may be alive today. This is haunting as a doctor.

So back to you...What scares you? Is it a mole, your blood pressure, the thought of weight loss? I love when people think they are being "shallow" and ask about a mole. Or, even coming in for cosmetics allows me to educate and teach. I view my patients as students, and it is sometimes necessary to "sell" them information and/or sunscreen. Don't be afraid. Let us help you! I promise *better skin for a better life*[®] is real.

BOO!

Sincerely,

Brian Matthys, DO

Medical Director

Sunflower Dermatology & Medical Day Spa



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team member spotlight



MEET... ERIN WILSON

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

I was recently hired as a nurse at Sunflower Dermatology's Riverside location.

What's your favorite thing about your job?

Helping our patients feel happy, comfortable and to love their skin. Also, working with such a great team everyday!

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

I'm new to the team but I love all the SkinCeuticals products I've used so far.

What do you enjoy doing in your free time?

I love spending quality time with my husband and kids, football, movies, and trying new restaurants and wines!

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SUNFLOWER DERMATOLOGY &
MEDICAL DAY SPA INVITES
YOU & FRIENDS TO OUR ANNUAL

*Ladies' Night Out
& Grand Opening*

**OF THE SKINCEUTICALS®
ADVANCED CLINICAL SPA**

THURSDAY, NOVEMBER 16, 2017

5:00PM - 7:00PM

1805 NW PLATTE ROAD, SUITE 120

RIVERSIDE, MO 64150

COCKTAILS • HORS D'OEUVRES • MUSIC
GIVEAWAYS • FIND OUT WHAT'S NEW

TO RSVP, CALL 816.472.0400 OR EMAIL

rsvp@sunflowerdermatology.com

by 11/13/17





ANNOUNCING ECLIPSE Rx™

patent pending wearable sun monitoring device
created to protect against sun related risks

THE ADVANCED APPROACH TO SUN PROTECTION
LUV LIFE OUTDOORS



We're excited to announce the latest innovation from Dr. Brian Matthys, and we wanted our patients to be the first to know. **Eclipse Rx™** is a new solar-powered wearable sun monitoring device—developed by Dr. Matthys—that tracks sun exposure so you can proactively reduce your risk of skin cancer, premature aging and skin damage.

If you love spending time outdoors and are concerned about sun-related health and beauty issues, Eclipse Rx is the device for you. Eclipse Rx features a sleek, water-resistant band that tracks your steps and your time in the sun to alert you when you need to reapply sunscreen or move out of the sun. The Eclipse Rx digital app allows you to provide details about your skin type and sunscreen use, and it syncs with the Apple Health app.

We want to make thinking about sun protection and putting on sunscreen like brushing your teeth—something you do every day. The Eclipse Rx device will get smarter the more you wear it, and Eclipse Rx will add enhancements to the app over time.

Visit **EclipseRx.com** to learn more and sign up to receive an email when Eclipse Rx is available to purchase.

Refer & Win an Eclipse Rx

REFERRING FRIENDS, FAMILY, CO-WORKERS & OTHERS IS EASY!

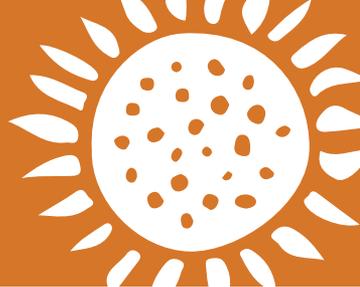
We truly appreciate your referrals! Our business grows when we make you happy and you tell others about your experience at our practice. Thank you in advance!

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

Q4 REFERRAL INCENTIVE IS THE NEW ECLIPSE RX!

what's new in dermatology?



IS SOCIAL MEDIA RUINING YOUR SKIN?

The answer is a resounding... YES. Multiple reasons have been discussed as to how this happens. We will just name a few.

For one, Social Media increases premature aging. How? Well, for one thing, staring at a computer or smart phone will enhance fine lines and wrinkles—especially crows feet. Plus, the blue light at night will interrupt sleep which may make you look more tired.

Another reason is the love-hate relationship everyone seems to have with selfies. With all the postings, selfies may affect your psyche and therefore your skin. People compare themselves to each other all the time, and we all know this isn't healthy. As Andy Stanley says, "There is no win in comparison," and he is surely correct.

Constantly feeling that need to check your social media feed will put you in an always "on" state. This psychological stress can impair your skin's moisture barrier and thus make you more

prone to acne breakouts. The skin—the largest organ—is very susceptible to stress (think prom or important work interview). Thus, stress plays an important role.

Also, don't forget about *nomophobia*, the word used to describe the fear of no mobile phone or no contact with your phone. Over half of the participants in a study by the medical journal *The Lancet*, revealed that without being in contact with their phone, they suffered anxiety on par with premature wedding jitters or going to the dentist.

Finally, don't forget how dirty your phone is. The latest stats suggest that your phone has 10x more bacteria on it as your toilet. Pressing your dirty phone against your face can cause infections plus spread other conditions like the common cold. Gross, right? So, clean your phone, put it on *airplane mode* (or *do not disturb*) and work towards the zen of *better skin for a better life*®.



product of the month

SKINCEUTICALS®

TRIPLE LIPID RESTORE 2:4:2



Aging skin loses its ability to effectively self-repair due to loss of lipids. Triple Lipid Restore 2:4:2 is an anti-aging cream formulated to help restore skin's external barrier and support

natural self-repair, plus nourishing aging skin for improvement in visible signs of aging.

- Restores essential skin lipids: ceramides, natural cholesterol, and fatty acids
- Improves the look of skin fullness, texture, and pore appearance
- Improves the appearance of skin evenness and overall radiance
- Provides improved hydration in 24 hours, ideal for dry skin
- Unique stabilization system in a lightweight and fast-absorbing texture

Order online today at [SunflowerDirect.com](https://www.sunflowerdermatology.com)



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