



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®



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note from dr. matthys

Thankful and Ordinary: Sunflower Style

November is the month to be thankful. We really have a ton to be thankful for ALL year long, but as humans, we need to be reminded—especially here in the U.S. of A. Quoting my favorite pastor, Andy Stanley, "We should be grateful that we sleep and eat indoors." How simple and basic, but a very powerful statement that can help us slow down and reflect on those everyday needs that are fulfilled for most of us and should not be taken for granted.

Our pastor, Scott Chrostek, did a series on *God in the Ordinary*... "Nothing should keep us from being grateful and seeing glory in the ordinary." Even if spirituality is not your thing, the beauty that surrounds us this time of year with leaves changing, the crispness of a fresh apple and/or sharing meals and precious time with loved ones should help us all pause to say thank you.

Of course, I am thankful for all of you, trusting us with your own care and for when you trust us enough to send your friends and/or family our direction. We do not take that for granted. Sometimes we see four generations of people! It is awesome! Also, I am grateful when you have a concern about our practice and tell us. We want to get better, just like the people who visit our practice with a skin...

Continued on Page 3...



SUNFLOWER
DERMATOLOGY & MEDICAL DAY SPA



avoid
the burn®

Come on baby LIGHT my fire... Eclipse RX™ it!

Light can't exist without darkness. And, light pierces the darkness. Don't stop reading. I have not gone off the deep end. I just want to convince you that while light is clearly necessary, like fire, it can burn. What kind of light you ask? Well, visible light from the sun is 50% of the radiation that reaches the earth. The other 50% is infrared radiation (41%) and Ultraviolet Radiation (UV) is the last 9%.

Why does this matter? Well, if you ever leave your house, you are exposed to all of these daily. Whether in a car, by a window or on a walk. I think this is important because skin cancer is more common than all other cancers combined and the easiest to prevent. I encourage my patients to wear sunscreen daily, look at your skin monthly and see us at least once a year (on your birthday). This seems like a easy task but, we need more.

The most protective sun protection product is mineral sunscreen (zinc

oxide and titanium oxide) and if this is worn daily, you will decrease your risk of skin cancer by 50%. More people develop skin cancer by tanning than develop lung cancer from smoking. And 90% of skin aging is caused from the sun.

So, whether you care about your health or beauty, protecting your skin is a win-win. I am shamelessly promoting my new device, **Eclipse Rx™**, as a potential monitoring cure to this epidemic. This will track your UV exposure and help you know when you are getting exposed. And, it will get smarter with time!

Avoid the burn® and visit **www.EclipseRx.com** to learn more about the device intended to make skin cancer history!



kind words

.....

"I went to the St. Joseph location yesterday for the second time and love it there! All the staff is so incredibly friendly and helpful. I saw Dr. Rudloff and he was amazing. He made sure I understood everything that he was doing and was truly concerned about if I was doing ok thru the procedure. I will definitely continue to go back to them!"

— Chiffany R.

"I began to notice dark pigmentation on my face in early 2017. I approached Sunflower Dermatology for assistance in reducing these dark spots and was recommended by Dr. Matthys to try a Visia scan as well as a combination of products in an effort to see an improvement in my skin. The scan was very simple and took about 5 minutes during which time 'before' photos were taken of my face from varying angles. After just 7-weeks of following my prescribed skin regimen, there was a significant improvement in size and decreased pigmentation of the dark spots on my face. My skin is clearer, feels amazing, and I feel confident going without make up for the first time in years! I would recommend this treatment and experience to anyone."

— Amy H.



Continued from the Front Cover

Thankful and Ordinary: Sunflower Style

...concern. Do you have something you need to make better? A skin issue that is persistent? A mole that you are afraid to know what is happening?

How about more broadly... say a family member who you haven't spoken to in a while and want to reconnect with? Or, how about a friend who could use a thank you for being there? This is the time of year to make it happen!

Again, thank you for allowing us to participate with you in the journey of *better skin for a better life®*. We are grateful for the privilege and the opportunity.

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

hello

team member spotlight

MEET...
SHAYNE BEAVER

**What is your role at Sunflower
Dermatology & Medical Day Spa?**

I currently work at the front desk, answering the phone and assisting with scheduling.

**What's your favorite thing about
your job?**

All of my co-workers! We have such a great team here. Also, I am a licensed aesthetician so I love talking to patients about skincare.

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

I really like SkinCeuticals Metacell Renewal which is a moisturizer I apply twice a day. And, I also love Botox!

**What do you enjoy doing in your
free time?**

I enjoy music, arts & crafts, and mini-spa treatments with my 3 year old.

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COMMENTS &
SUGGESTIONS.
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what's new in dermatology?

BETTER SKIN FOR A BETTER LIFE®... FOR YOUR PET?

Can your dog or cat have acne? A rash? A changing mole? Hmm... There is a common link between what us humans get and what our pets get. Especially dogs.

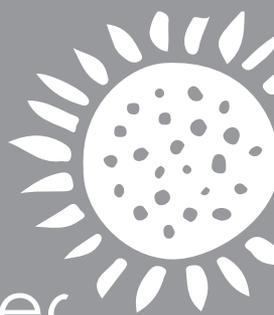
Dogs can have what is called *canine atopic dermatitis* and it can mimic what we see in people. In humans, *atopic dermatitis* is often called "the itch that rashes." People tend to get itchy skin, especially in the winter, because when humidity decreases in the air, it also escapes our skin. What do you do when you're itchy? Scratch! Scratch! Scratch!

When we scratch, sometimes our hair follicles get infected. But, dog's have much more hair/fur than we do (NEWSFLASH!) and when they scratch, they are much more likely to get infected.

So, what to do? Well, before you become a veterinary dermatologist from this article, I would have a conversation with your vet. Your dog may need antibiotics to control the infection and/or antihistamines like Benadryl to help them stop itching. Most of the time, it is not contagious, but a vet visit will be worth it.

Finally, bleeding moles or changing skin lumps or bumps can spell trouble for your other family members. Remember, normal skin, whether on you, or your pet, heals! So, anything on you or your pet deserves some attention! Let's spread the idea of better skin for a better life® to your whole family...including our beloved pets!





refer
& win

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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!

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

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product of the month

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