



MAY 2018  
MELANOMA/SKIN CANCER  
AWARENESS MONTH

# skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA



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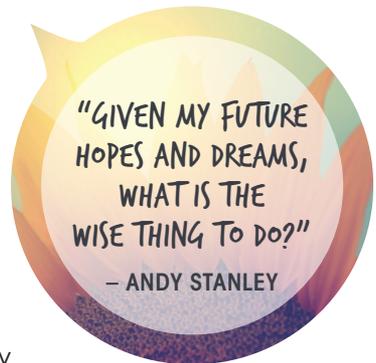
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## note from dr. matthys

### Graduates, Everyone... Lead Thyself

As we are full steam ahead into graduation season, one thing that I wish someone had helped me understand was how important it is to understand my own shortcomings. Leading other people, being a leader, or wanting to be a leader cannot happen without knowing how to lead thyself. What does that mean? I recently had some clarity around this topic during a leadership conference I attended.

As many of you know, I follow Andy Stanley for all things leadership and personal betterment. Andy makes mention of a fact we don't always consider. You and I are both at the center of our worst decisions. The ones we regret. The ones we wish we hadn't made. We are always there. So, does this matter? I would argue yes. Andy states 3 things to consider...



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THE MONTH OF MAY IS  
**MELANOMA/SKIN CANCER AWARENESS MONTH.**  
KNOW YOUR A-B-C-D-E'S ABOUT MOLES.



## stump the doctor

### Q. Sunscreen... What? Who? And Why?

- A. We are always looking to new and innovative ways to protect our skin and our environment and researchers may have discovered both. Recently, algae has been discovered to be a potential new sun protection product. Using microorganisms and chitosan, algae was discovered to protect against ultraviolet A and B (UVA and UVB) rays as a natural sunscreen option. The algae occurs as a biocompatible product which stood up well with heat and light. Plus, it is not dangerous for the environment. These findings, while years away from department stores, are still exciting.

So for now, look for a SPF 30 broad spectrum sunscreen because this covers both UVA and UVB rays. Zinc oxide and titanium dioxide are two of our favorite sunscreen ingredients, but anything that prevents a burn is great in a pinch. One should wear sunscreen every day, no matter what. Just like brushing your teeth or wearing a seatbelt. Only 14.3 % of men and 29.9% of women wear sunscreen on their face and exposed skin, so we have some work to do. Let's start today!

### DID YOU KNOW?

**52%**

HIGH SCHOOL AGED  
BOYS HAVE SUFFERED  
SUNBURNS AT LEAST  
ONCE IN THE PAST  
12 MONTHS IN THE  
U.S. AS OF 2015.



**59.8%**

HIGH SCHOOL AGED  
GIRLS HAVE SUFFERED  
SUNBURNS AT LEAST  
ONCE IN THE PAST  
12 MONTHS IN THE  
U.S. AS OF 2015.

# FAIR & FASHIONABLE™

SKIN CANCER IS NEVER IN STYLE™

## SKIP THE TAN.

It's prom and graduation season. While teens are more enthralled than ever with event-tanning, we are seeing alarming rates of skin cancer in 15–24 year olds. They believe that just a few sessions in a tanning bed is not risky. However, the statistics say it best: **People who first use a tanning bed before age 35 increase their risk for melanoma by 75 percent!**

So please...if you have a teen in your home or in your life, encourage them to embrace their natural skin tone.

Let them know that **skin cancer is never in style!** If they absolutely can't stand the thought of not having a tan, tanning creams or spray tanning can suffice for special events. **#fairandfashionable**

*Skincerely,*

Your Tan-Free Friends at  
Fair & Fashionable

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

Visit [fairandfashionable.org](http://fairandfashionable.org) today!





## the inspiration

**Eclipse Rx®** was inspired and developed by Dr. Brian Matthys, DO, Board-Certified Dermatologist, Founder and Chief Medical Officer of Sunflower Dermatology and Medical Day Spa.

As a young boy growing up in Nebraska, Dr. Matthys experienced a near drowning experience one winter when he slipped through the ice on a frozen pond. This scare spurred him to become a skilled swimmer, lifeguard and water safety expert later in his teens.

As a lifeguard Brian spent much of his time in the sun. He became very familiar with the risks of sunburn caused by over exposure to the sun's UVA and UVB rays. As a result, Brian developed his own creative ways to "avoid the burn". Fast forward to today and you will find Dr. Matthys on a mission to help people protect their skin. With 20-plus years in practice, Dr. Matthys has seen way too many cases of skin cancer.

In 2013, with the increasing availability of innovative technology and micro UV sensing devices, Dr. Matthys began exploring ways to develop a wearable technology to help individuals be more aware of the amount of sun they are exposed to throughout the day. The result, Eclipse Rx, the first wearable sun monitoring device that is ironically powered by the sun! The Eclipse Rx device is water resistant with a sleek high tech unisex design and pairs/syncs with its own innovative mobile app.

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

*"Being gently reminded of over exposure to the sun can encourage change in behavior and positive change leads to improved health and happiness."*

– Founder Dr. Brian Matthys, DO

you are invited

LET'S CELEBRATE BETTER SKIN FOR A BETTER LIFE®!  
JOIN US FOR SUNFLOWER DERMATOLOGY'S

# BLOCK PARTY

*Sun*

\*\*\*\* FAMILY FUN NIGHT \*\*\*\*

FRIDAY 8 | EVENT | FUN 4 ALL  
JUNE 8 | 5-7 PM | \* AGES \*

BRIARCLIFF PROFESSIONAL PLAZA  
1805 NW PLATTE RD, SUITE 120, RIVERSIDE, MO 64150

*Complimentary Event includes...*

\* FOOD TRUCKS \* DRINKS \*  
\* MUSIC BY THE SKUS \* FACE PAINTING \*  
SPECIAL PRICING ON SUN PROTECTION \* GIVEAWAYS



SUNFLOWER  
DERMATOLOGY & MEDICAL DAY SPA

R.S.V.P. TO  
[rsvp@sunflowerdermatology.com](mailto:rsvp@sunflowerdermatology.com)  
OR CALL 816-533-7572

## staff spotlight

ELVIE DE-HARO

# hello



### **What is your role at Sunflower Dermatology?**

I am a medical assistant, and I started as an intern in December 2016.

### **What is your favorite part about your job?**

I love being able to help our spanish speaking patients by translating for them.

### **What is your favorite skincare product & why?**

C E Ferulic® Serum is my favorite thing to put on every morning. It makes my skin feel so smooth.

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

On the weekends, I love spending time with my friends and family, listening to music, and my time spent at church,

*Continued from Front Cover...*

**The first suggestion is don't lie to yourself.** We are the best at deceiving ourselves, so even when it makes you feel bad, just tell yourself the truth. **The second idea to consider is to prioritize what is most important to you rather than what you want now.** This is an ongoing dilemma, but always worth remembering. **Finally, the third consideration is to learn from others and not to lead yourself by yourself.** We should pick the people we spend time with based upon common values versus common interests. This requires extra time and energy,

however our friends can make or break us. With those three points of consideration in place, Andy suggests we should then routinely ask ourselves this question, **"Given my future hopes and dreams, what is the wise thing to do?"** BOOM. What a question! He reminds us and I remind you, life is a trip with a destination. Don't you want to be in the driver seat? You can't lead yourself without understanding your core beliefs. Best of luck. GO!

Sincerely,  
Brian Matthys, DO  
Medical Director  
Sunflower Dermatology





ST. JOSEPH LOCATION

# NEW REFERRAL PROGRAM

## d.i.y. at home HYDRATING & BACTERIA- FIGHTING FACE MASK

*Treat yourself and your skin  
with some things you may  
already have at home!*



1. Mix the ingredients above together.
2. Apply to face, avoiding eye area.
3. Let mask set for 15 minutes.
4. Remove with warm water and pat dry.
5. Enjoy how wonderful your skin feels!

## TELL A FRIEND AND WIN UP TO \$250!

One of the highest compliments we receive is when our patients recommend their friends, family and loved ones to us.

We appreciate your personal referral so much that we created the **Sunflower Dermatology Referral Program**, designed to reward you for your kindness.

**When your friend visits for the first time, they get to draw for a prize of up to \$250 in cash. If your friend wins, you win too! We will send you the same prize as a thank you.**

AND...Receive 1 entry for each review that you submit on Facebook, Google or Yelp.

Just send a screenshot of your review to [patient@sunflowerdermatology.com](mailto:patient@sunflowerdermatology.com).



IN HONOR OF SKIN CANCER AWARENESS MONTH...



## ENJOY 15% OFF ALL SUN PROTECTION PRODUCTS

This includes all ColorScience Products as well as all SkinCeuticals topical antioxidants: CE Ferulic, Phloretin CF, AOX Eye Gel and Resveratrol.

### SKINCEUTICAL'S PHYSICAL UV FUSION SPF 50 IS OUR TOP PICK!

This groundbreaking, weightless, 100% physical sunscreen provides water-resistant broad spectrum protection. Color-infused technology enhances natural skin tone and boosts daily radiance. Pick-up in office or online at

**SunflowerDirect.com with coupon code **SPF15****