



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

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note from dr. matthys

WE WORK HARD SO WE CAN PLAY HARD...



Culture is key to our practice. We have created a work hard/play hard mentality. Most of our patients can recognize that we care about them, and we always strive to go above and beyond when it comes to patient care. I have made "house calls" for older patients. We use pharmacies out of state to save our patients thousands of dollars on their prescription costs. All because we care, and it is the right thing to do.

We also treat each other like family. Sometimes, that means we bicker a bit. Sometimes, it means we don't get along. But, we work hard to do the common good, take care of our patients and take care of each other.

Working with mostly females can provide its own challenges, but we are fortunate that we have a relatively drama free office. I believe because we don't tolerate gossip as a means of communication. We are...

Continued on Page 4

HAVE A QUESTION FOR OUR DOCTORS?

EMAIL US AT patient@sunflowerdermatology.com
WITH SUBJECT LINE "Stump the Doctor"



stump the doctor

Q. A Sunscreen Pill: Fact or Fiction?

A. Sunscreen pills have been making news recently. Can one imagine how great it would be to be able to take a pill and never have to reapply sunscreen? But, not so fast. Is there really anything we can do to help? In May 2018, the US Food and Drug Administration issued warning letters to a number of companies selling these pills stating they were "putting people's health at risk by giving consumers a false sense of security that a dietary supplement could prevent sunburn, reduce early skin aging caused by the sun or protect from the risks of skin cancer." So, are all products no good? Well, there is one (maybe) that has some validity.

Polypodium Leucotomos, a fern extract, is the most studied oral supplement that has antioxidant properties to protect your skin to some level. How much is some level?

This is the most challenging part of these supplements or nutraceuticals because they may affect people quite differently. And, because they are not monitored by the FDA, one has to be careful as to the kind of marketing claims made regarding these products. So, don't believe everything you read. They are not sunscreen pills because that infers that they can take the place of sunscreen. Can they provide extra benefits? I think so. But, the studies are pending, and more research and data are needed to confirm universal benefit. But, if you are looking to enhance your protection using topical antioxidants, SPF, hats and protective clothing, then I would say this is an excellent way to do it. It is just not a stand-alone product. The most studied over the counter product is Heliocare® (and I have no investment in them) so this is where I would start if you want to go the extra mile for better skin for a better life®.

FAIR & FASHIONABLE™

SKIN CANCER IS NEVER IN STYLE™

SUN-SAFE + STYLISH

Fair & Fashionable is all about using fashion to reduce the rate of skin cancer.

F&F'S SIMPLE SUN-SAFE SOLUTIONS:

1. Wear comfortable & stylish sun protective clothing with proven broad spectrum protection. Get shopping!
2. Wear a chic broad-rimmed hat. (Yes, you DO look good in hats!)
3. Seek shade. Umbrellas are for sunny days, too.
4. Love your SPF 30+, broad spectrum (UVA/UVB) and water resistant sunscreen. Apply 1 ounce to entire body & reapply every 2 hours or after a plunge.
5. Take a break from the sun between 12–2pm (between 10am–4pm is even better but let's be real.)

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

Visit fairandfashionable.org today!



SAVE THE DATE FOR YOU & FRIENDS!
Annual Ladies' Night Out

FRIDAY, NOVEMBER 2, 2018 • 5:30PM-7:30PM
MORE EXCITING DETAILS TO COME!

Continued from Front Cover: NOTE FROM DR. MATTHYS

...not perfect at preventing it, but we work hard to make it stand out when it is communicated. So, are you wondering where I'm going with this? Well, here we go. As I said, our office is predominately staffed with women. And, some of them choose to get pregnant.

We celebrate pregnancy (see last newsletter for reference), and we like to celebrate as a team and attendance is good for group outings. We wanted to do something a bit unconventional, and we wanted to meet our mom-to-be at a place she loved. So,

we held a baby shower at FIVE GUYS® Burgers and Fries!

Is this a normal place for a baby shower? Has this been done in the past? Who knows. But one thing I know is that I am proud of my team and we had a blast. Burgers! Fries! Milkshakes! Gifts! FUN!!! This helps build good culture and helps us give YOU better skin for a better life®.

Now, go get a burger (or a veggie burger, if you prefer) and enjoy!

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





EDUCATING OUR CHILDREN

HEALTHY SUN HABITS AND BEHAVIORS IN CHILDREN START WITH PARENTS

Educating children early about how they think about sun exposure is critical. Helping them to be proactive with their own health depends on the examples set by parents and care givers themselves. Leading by example instills healthy sun habits and behaviors in children.

The Eclipse Rx® Personal UV Monitoring Device is an extremely helpful tool for keeping sun exposure in check. With gentle reminders to reapply sunscreen and alerts to move out of the sun when maximum UV exposure has been reached, the Eclipse Rx device can be a wonderful tool for creating healthy sun habits and behaviors for every member of the family. Learn more about the innovative technology and engineering behind Eclipse Rx on our website www.EclipseRx.com.



SOLAR POWERED, PERSONAL
**UV SUN MONITOR +
ACTIVITY TRACKER**



THE ADVANCED APPROACH TO SUN PROTECTION

LUV LIFE OUTDOORS™

staff spotlight

JESSICA BARROWS

hello



What is your role at Sunflower Dermatology?

I am excited to join the Sunflower Team as Practice Administrator.

What is your favorite part about your job?

Solving Problems. I love working with the staff to help them achieve their goals and improve on their patient care skills.

What do you enjoy doing in your free time?

My daughter plays college volleyball and my son plays college lacrosse so most of my spare time is spent traveling to games. But I also enjoy going to movies and listening to live music.

kind words

“I can’t say enough good things about this clinic! I had called every clinic in the Kansas City area and no one could get me in before late June or early July. Sunflower got me in quickly and scheduled surgery immediately. The staff is very caring and professional. You will never meet a gentler doctor than Dr. Rudloff.”

– KELLY L.

NEW REFERRAL PROGRAM

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.



d.i.y. at home

EATING FOR HEALTHY SKIN **GLOWING SKIN SMOOTHIE**

INGREDIENTS:

- 1/2 cup plain coconut water
- 2 frozen ripe bananas, previously peeled & sliced
- 1 cup chopped pineapple (frozen or fresh)
- 1 cup chopped mango (frozen or fresh)
- 2 cups spinach or kale, fresh & washed
- 1/2 avocado, peeled & sliced

DIRECTIONS:

1. Add all of the ingredients to a strong, powerful blender in the order listed.
2. Blend on HIGH for at least 3 minutes or until smooth. Scrape down the sides of the blender as needed. Add more coconut water if too thick.

RECIPE NOTES:

- Coconut water is ideal since it is so hydrating for our bodies and skin. If you absolutely cannot find it, use regular water or almond milk or your favorite juice. If not using coconut water, perhaps add a touch of coconut oil.
- Try adding 1/2 cup blueberries, which is another super food great for your skin!



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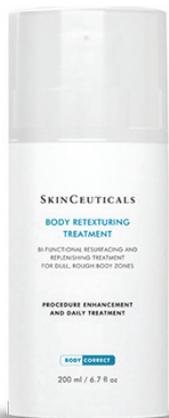
**FALL IS THE PERFECT
TIME TO START
LASER HAIR REMOVAL
TREATMENTS.**

Buy 5 treatments get the 6th FREE!

*Available for all purchases
made in September.*

SKIN DEEP WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA // **SEPTEMBER 2018**

PRODUCT OF THE MONTH



BODY RETEXTURING TREATMENT

Formulated for dull, rough body zones, this once daily treatment activates skin's regeneration response by promoting exfoliation and providing simultaneous hydration for optimized cellular renewal to retexture rough body surfaces and significantly improve radiance and smoothness. Suitable for all skin types and is effective even on extremely dry, flaky skin.

**Pick-up in office or order online at
SunflowerDirect.com today!**