



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA



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note from dr. matthys

BACK TO NOW: PUT YOUR BEST FACE FORWARD

Ah, summer. Waves, pools and lakes. 90 plus degree weather. Chaos, mayhem and yet serene. How can summer be all these things? Well, it depends upon your vantage point. For parents, it is a time when kids are out of school and it "feels" like all the schedules go out the window. Later nights, less consistency, a feeling of "cra-cra" (that is pronounced cray-cray in the spirit of my daughter, Elsie).

As summer steamrolls on, it makes me actually yearn for what's next. What's next when school is back in session? What's next for fall? How about winter?

Time keeps marching and it feels faster and faster. What's next means seeing where you are today and wanting to be ready for the proverbial "next." For those of you who meditate, there is a dichotomy. Awareness training suggests that...



back to school must-haves



1. AMAZON PRIME MEMBERSHIP

Life can get busy, that's why an Amazon Prime membership made our list. You get free two-day shipping on all orders! Tip: Students can get a discount on memberships.

2. SKINCEUTICALS SHEER PHYSICAL UV DEFENSE SPF 50

Stock up on one of our favorite sun protection products! It is weightless, water-resistant and provides 100% physical, broad spectrum UVA/UVB protection. The large 4.2 oz size is now 10% off on our website!

3. HAND SANITIZER

Hand sanitizer is a must-have to keep everyone in your life healthy and happy!

4. PLANNER/CALENDAR

Life can get hectic. Get a planner or calendar to help you stay on top of everything!

From Front Cover... **BACK TO NOW: PUT YOUR BEST FACE FORWARD**

...the only time that matters is now. While you read this, breathe and focus. Really, there is nothing more than this very minute that you read these words. The word cra-cra is in the past and tomorrow is the future. The only way to get back to now is to realize that now is the only place to really be.

So, if we want to be in the now, we should put our best face forward, now. This means comparing ourselves to the way we were yesterday. The value of yesterday is to know where we were and then focus on the now. Focus on being better, now. We do that at Sunflower Dermatology every day. We know that better skin leads to a better life. Assisting you to put your best face forward is what we do. We do it is because you depend on us just like we depend on you.

How can you put your best face forward?

Easy! Start with sunscreen daily. That simple. You just made your skin much healthier. After that, there are a myriad of ways to come back to now, be better than yesterday and look forward to tomorrow. Now is all there is. Let's make it count!

Sincerely,
Brian Matthys, DO
Medical Director



SUNFLOWER

DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®



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®



HAVE A QUESTION FOR OUR DERMATOLOGISTS?

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



stump the doctor

Q. Do I need to wear sunscreen indoors?

A. There has been a tremendous amount of recent publicity on whether there is a need to wear sunscreen indoors. My thoughts are to first consider how to define indoors. Indoors usually means inside, but are there windows? UVA rays can pass through glass and cause aging and skin cancer. The average amount of time people receive UV exposure is about an hour a day, which doesn't include outdoor activities, such as hiking, gardening, walking the dog, etc. And, since this is cumulative, your exposure will add up over the days, months, and years. So, in order to avoid the burn[®] and have better skin for a better life[®], we encourage you to wear a broad spectrum SPF of 30 or higher and apply it regularly based on your activity. Prepare your skin today so you don't have to repair your skin down the way.

Q. I wear sunscreen but I still get tan...Why?

A. This is a common observation that my patients have. Upon further review, it appears there is a simple explanation. When people apply sunscreen, it is rarely often enough or they rarely use enough. We advise patients to use 30cc (about a shot glass full) every one to two hours while outside and in a bathing suit. If you use that much, that means you would go through an 8 oz bottle in one day if you were outside all day. While this sounds like a bunch of sunscreen... It is! The goal is to either reflect the UV light if you use a mineral sunscreen (active ingredients zinc oxide/titanium dioxide) or chemical sunscreen (octisiate etc.) But, the best solution is SPF clothing. This solution is great for covering arms and trunk. Using the best sunscreens in the right amount often enough is one way to achieve better skin for a better life[®].



ON THE GO SNACK RECIPE

Whether you are starting a new job, it is time to go back to school, or you are looking to better manage your time, here is a quick and easy snack recipe you are sure to enjoy.

RANCH STYLE SNACK MIX:

- 5 cups rice cereal
- 2 cups cocktail mix peanuts
- 5 cups pretzels
- 3 cups cheese crackers
- 2 cups oyster crackers
- 4½ tablespoons unsalted butter, melted
- 1 ounce ranch seasoning dry powder
- 2 teaspoons mustard powder
- ¼ cup grated parmesan cheese
- ½ tablespoon dried parsley flakes

DIRECTIONS:

Preheat oven to 300 degrees. Line a large baking sheet with parchment paper. In a mixing bowl, combine rice cereal, peanuts, pretzels, cheese crackers, and oyster crackers. Toss with large slotted spoons, gently. Melt butter in microwave and gradually stir it into mixing bowl. In a separate bowl, combine ranch seasoning, mustard powder, grated parmesan, and dried parsley. Sprinkle over mixture and gently toss together. Pour mixture evenly over prepared pan. Bake for 30 minutes, tossing mixture halfway through baking. Let cool and store in airtight container.

REFER & WIN

REFERRAL CONTEST ENDS AUGUST 31

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

HERE'S HOW IT WORKS:

- Receive 1 contest entry for your first referral
- Receive 4 contest entries for your second referral
- Receive 6 contest entries for your third and each additional referral

REFERRAL PRIZE TO BE DRAWN ON SEPT 3RD:

\$250 SUNFLOWER
GIFT CARD





kind words SUBMITTED BY OUR AMAZING PATIENTS

“Wow, I do not have enough words to praise this office!!

I went in for an appointment today, and everyone was so kind and friendly. I went home to work the rest of the day and got a call asking if I was home because flowers were to be delivered to my home. I was so puzzled at who would be sending me flowers but when I opened the card, it was Sunflower Dermatology! My doctor listened to me talking about my wedding in Ireland in August and wanted

*Thank
You!*

to congratulate me on behalf of the Sunflower Dermatology Team. I am absolutely blown away by this kind of act of kindness that they've shown to me today. I will recommend all of my friends and family here, what a wonderful office! Thank you all so much for going above and beyond—this is truly beyond words!”

— MYRANDA

“The staff is efficient and caring. They have respect for my time.

I have been seeing Dr. Matthys for many years. He is an excellent, caring physician. I have sent family and friends to this office for care because I know they will receive excellent treatment.”

— JANE

INTRODUCING ...

CARLY GUTIERREZ

hello

staff spotlight

What is your role at Sunflower Dermatology?

I am the Director of Marketing and Patient Relations. I have been in medical marketing for three years and I am thrilled to join the Sunflower team. Skincare, beauty, and dermatology is a passion of mine so this position is a dream job for me.

What is your favorite part about your job?

My favorite part about my position is having the opportunity to be creative. I enjoy coming up with ideas that allow the practice to grow and help more patients achieve healthy skin. I truly believe better skin brings a better life.



What is your favorite skincare product & why?

My favorite product is definitely my SkinCeuticals Custom D.O.S.E.! I have never had a skincare product formulated for me to meet my needs. I have noticed vast improvements in my skin since using my Custom D.O.S.E. It is absolutely amazing, and I highly recommend it!

What do you enjoy doing in your free time?

I enjoy spending time with my boyfriend, family, and friends. I have a 7 pound Morkie with a big personality that I love to spoil with walks and attention. I also like trying new restaurants and exploring Kansas City.





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 SKINCEUTICALS

CUSTOM
D.O.S.E

FORMULATED FOR YOU

Get a **FREE 15ML CE Ferulic (\$95 VALUE)**
with your first Custom D.O.S.E purchase



BOOK YOUR APPOINTMENT TODAY TO #GETDOSED

What is Custom D.O.S.E?

Custom D.O.S.E is a professional service that combines high-potency ingredients with our professional expertise to recommend a personalized corrective serum JUST FOR YOU. After a guided skin assessment, your personalized formula is measured, combined, and dispensed in only 10 minutes.

Custom D.O.S.E Benefits:

Improves visible signs of aging

- Fine lines/wrinkles
- Uneven texture

Diminishes the look of skin discoloration

- Dullness
- Sun spots
- Stubborn brown patches
- Post-acne marks

*Sunflower Dermatology & Medical Day Spa is the **ONLY** place in the Midwest that you can get Custom D.O.S.E*