



# skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®

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**SUNFLOWER**  
DERMATOLOGY & MEDICAL DAY SPA

## NOTE FROM DR. MATTHYS

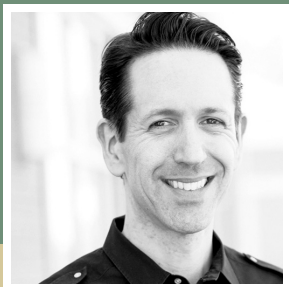
### Now is Our Time

May is Skin Cancer Awareness Month and in some ways the most important month of the year for dermatologists everywhere. This is the time of year where human behavior and the climate collide. Sun exposure is about to significantly increase due to gardening, lake visits, pool openings, etc. All of these things are very exciting and people look forward to them each year. Nothing is "bad" about this except that it somehow gives people carte blanche to not protect their skin.

Let's review some facts. Skin cancer is 3x more common than all other cancers combined. When a person gets skin cancer, their quality of life (QOL) diminishes significantly. A recent study suggested that the QOL after a skin cancer (non-melanoma type) was much worse than testicular cancer and on par with receiving the diagnosis of thyroid cancer. Plus, once you have one skin cancer, the risk of getting another one is between 50-60% over the next 5-10 years, thus requiring monitoring once or twice a year.

Now the good news! You can control whether you want to participate with these statistics! Just by wearing sunscreen daily you decrease your risk of melanoma by 80%. I have been advising people to consider a simple approach: wear sunscreen daily,

*...Continued on next page*



# stump the doctor

**Q. I'm getting ready for my wedding and I want my pictures to look great! I feel like I should tan but I know about the dangers of tanning beds. Just one time won't hurt, right?**

**A.** Tanning before a wedding seems like a harmless event. Just a bit of color before a wedding and maybe a tropical honeymoon. I have heard all the reasons...  
*"Everybody looks better tan..."*  
*or "Being pasty isn't very tasty..."*  
This idea may start 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%.

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 50. That's one in fifty people who 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. So, avoid the burn®, wear the skin you are in and embrace your natural skin color!

## **Now is Our Time** *Continued from Front Cover...*

...look at your skin monthly for new and/or changing moles, and schedule an annual skin exam on your birthday so we can look at your birthday suit—from a medical perspective! As I tell patients, it is the best time in history to get better skin for a better life®. So starting today, let's consider it our duty to care for our skin—our largest organ—so we don't have these cancers and can be a solution versus a statistic.

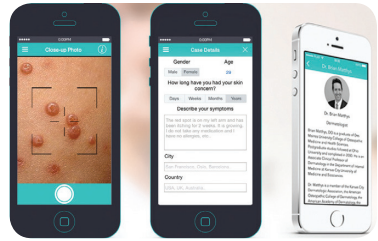
Sincerely,

Brian Matthys, DO

Medical Director at Sunflower Dermatology & Medical Day Spa

# what's new in dermatology?

## STORE AND FORWARD!



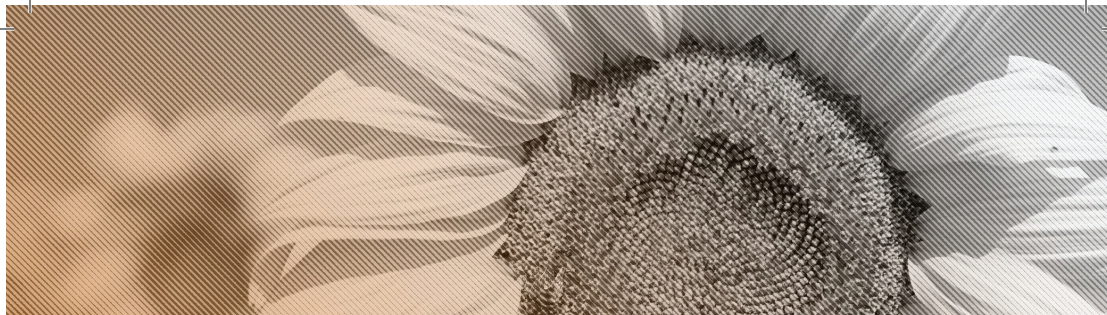
**Teledermatology**, the use of photos to make a dermatology diagnosis, is an expanding opportunity to help patients be seen in an efficient fashion using the power of photos and the internet. Using a smart phone most commonly, one can take photos of a concern or condition, store the photos and forward them to a dermatologist for evaluation.

For example, a person who has a rash (think poison ivy) could take a picture of this rash and describe how itchy the rash has become over the last few days. She could then say she was out gardening and afterwards was very itchy with a blistery rash. She would have to communicate her medical history (what medicines she takes, what surgeries she has had, etc.) and then her doctor would be able to treat her online.

The rules can be different state by state, but generally, you would have had to see your dermatologist in the office first before you can receive a prescription online.

One innovative service that provides a triage service to patients is First Derm™ found at [www.firstderm.com](http://www.firstderm.com). This service can treat people all over the world because it does not give people prescriptions. It provides online advice to treat concerns or it may recommend you see a dermatologist for your concern. Dr. Matthys is a senior advisor to this company and he feels this is the future of our specialty.

If you need a prescription, Dermatologist-On-Call is the service for you. You can visit [www.dermatologistoncall.com](http://www.dermatologistoncall.com) and register. This is like a medical visit and you must fill out the virtual paper work. You can get a prescription for a problem or be seen remotely if you are a MO resident. There is a fee for both services and currently insurance is not paying for these. The convenience factor is huge and/or if you (or a child) is away from home, it can be a great blessing. Plus, there are some statistics that say that it is also very cost effective. So you may now use your smart phone to get better skin for a better life®!



# Sunscreen... What, Who, and Why?

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. Especially since only 43% of those surveyed understand what SPF means and only 7% of those surveyed know what to look for on a sunscreen label. We should look for broad spectrum because this covers UVA and UVB rays and one can only call a sunscreen broad spectrum if it covers both. It is also typically an SPF 30. 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. Wearing sunscreen will help you avoid the burn® and give you better skin for a better life®. Let's start today!

# FAIR & FASHIONABLE™

SKIN CANCER IS NEVER IN STYLE™

DRESS. SHOES.  
HAIR. DONE!

SKIP THE TAN.

Even the most stylish prom and swim looks can be fashionably worn without a suntan.

Did you know that 400,000 cases of skin cancer are linked to tanning beds in the US every year? Don't suntan for prom, for spring break or any other event. Because there is no safe tan. You're gorgeous as you are.

TAKE TANNING OFF  
YOUR PROM CHECKLIST.

**WANT TO SAVE LIVES? Apply to  
be a F&F Tan-Free Ambassador!**

If you're a female in 10-12th grades with strong leadership experience, apply to be part of this powerful movement using peer to peer leadership. Gain experience in non-profit volunteering, health, and cancer prevention. To apply, email F&F at [contact@fairandfashionable.org](mailto:contact@fairandfashionable.org).



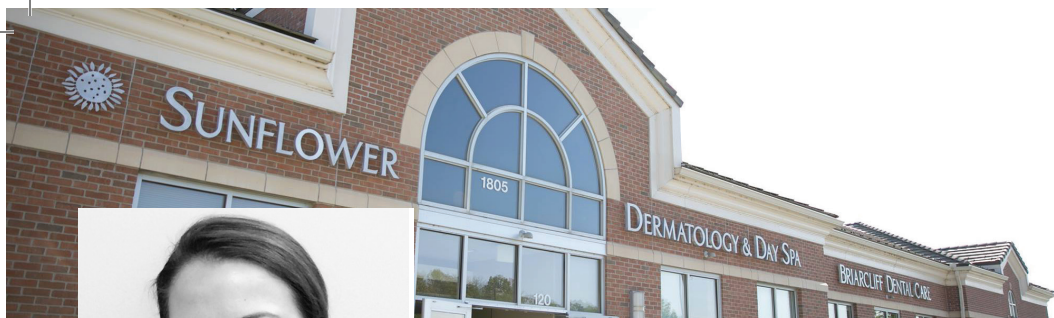
*Skincere*ly,

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.

Fair & Fashionable, Inc. is a 501(c)(3) organization. Learn more about what we do at [fairandfashionable.org](http://fairandfashionable.org).





# team member spotlight

JENNY WOODS

## KIND WORDS

"My visit yesterday was very impressive...in the past I have sat in the waiting room for 20-30 minutes and then sat in the room for 10 more waiting... yesterday I was in my room and the Dr. was in right away! Minimum wait time. Love that!! Everyone was very friendly and professional!"

— Sheryl

WE APPRECIATE  
YOUR COMMENTS &  
SUGGESTIONS!

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

I have been with Sunflower since September 2014. I work in billing handling preauthorizations and collecting payments after billing is processed.

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

My favorite part about my job is meeting all the wonderful patients who walk through our doors and the wonderful team I work with every day.

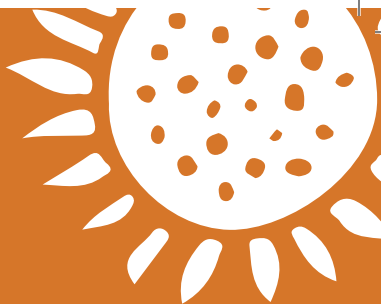
### **What is your favorite product and why?**

There are many, but I sure love my SkinCeuticals® Simply Clean face wash. I have tried many in the past, but this sure does the job for me and keeps my skin looking great! I also love the Metacell Renewal B3.

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

In my free time, I enjoy spending time with my husband, kids & dogs. Also, spending time outdoors BBQing, hiking, and reading.

# featured services



## TREATMENT FOR ROSACEA AND OTHER SKIN DISCOLORATION

### IPL Photofacials: Reveal a Glowing Complexion



Quickly reverse sun damage, reduce rosacea and clear brown spots with our advanced light-based technology. A series of treatments will lead to clearer, brighter skin. Face, neck, chest, and hands are common treatment areas.



## PIROPOS

Refer someone to Sunflower Dermatology who has an appointment this month and you could

win a \$100 Piropos gift card! Good luck!  
[www.piroposkc.com](http://www.piroposkc.com)

## REFERRAL PROGRAM

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

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

- 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



Win Apple AirPods—the amazing new innovation in headphone that work with any of your Apple devices!

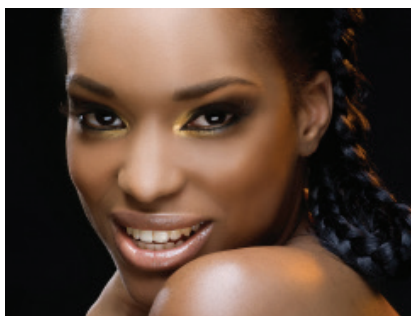
*Valid for referrals seen  
April 1 – June 30, 2017.*



Sunflower Dermatology & Medical Day Spa  
Briarcliff Professional Plaza  
1805 NW Platte Rd., Suite 120  
Riverside, MO 64150

Presorted Standard  
US Postage Paid  
Kansas City MO  
Permit #1996

PURCHASE OUR PRODUCT OF THE MONTH AND  
RECEIVE A FREE TRAVEL SIZE ANTIOXIDANT!



## product of the month

### SKINCEUTICALS® REDNESS NEUTRALIZER

*The perfect product to share during  
Rosacea Awareness Month!*

We love it because

- Skin feels cooler
- Clinically proven to improve skin smoothness and radiance
- Paraben-Free, Fragrance-Free, Silicone-Free, Dye-Free, Alcohol-Free, and Non-Comedogenic

Formulated with a patent-pending biomimetic peptide complex, Redness Neutralizer is designed to combat environmental triggers that can lead to the appearance of skin blotchiness and discomfort.



**Purchase today at [SunflowerDirect.com](https://www.sunflowerdirect.com)  
and sign up for auto-refill for FREE shipping!**