



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®

**Make 2017
your year
of better
skin for a
better life®!**

IN THIS ISSUE:

- 2** Stump the Doctor
- 3** Kind Words
- 3** Refer & Win
- 4** Staff Spotlight
- 5** F&F News
- 7** What's New
- 8** Product of the Month



SUNFLOWER
DERMATOLOGY & MEDICAL DAY SPA

NOTE FROM DR. MATTHYS

Happy New Year!

*I hope this year is your best year yet. Remember, our S.P.F. (Singular, Priority, Focus) is now in full effect. In the spirit of transparency and you getting to know your doctor as more of a person, here is another portion of the book **better skin for a better life®: a guide**. I know that the more I know my patients as people helps me and I am certain the feeling is mutual. Please let me know your thoughts!*

MY STORY

Before you can really understand what drives me to be a dermatologist, you have to understand what makes me tick. And part of what makes me tick happened when I was nine.

I grew up on a lake and one day was walking to see a friend. It was cold outside and I was wearing mittens—the kind that kids wear, the kind that make it impossible to really hold onto something because not only were four of my five fingers on each hand together in one part of the mitten, but when they got wet they had absolutely no gripping ability whatsoever.

On my way to see my friend, I noticed a man with a sledge hammer. He was hitting the ice and that piqued my interest—so I decided to walk toward him to get a closer look.

Then the ice broke, and I fell through.

...Continued on page 6



stump the doctor

Q. Our family has a history of skin cancer. What are some of the tricks I can use to make sure I check all areas of my body?

A. For patients with increased risk of skin cancer, particularly melanoma, having a partner “check me out” (which is code for having a partner involved in skin self-examination) may increase the rates of self-examination and also improve early melanoma intervention. This is hugely important since the rates of melanoma, the most common fatal form of skin cancer, is increasing faster than any other potentially preventable cancer in the United States. I am going to say that one more time. The incidence of melanoma of the skin, the most commonly fatal form of skin cancer, is increasing faster than any other potential preventable cancer in the United States.

You may be wondering who is at risk for melanoma?

If you are reading this article, you are at risk for melanoma.

If you are not reading this article, you are at risk.

If you have a heartbeat, you are at risk.

The stats have increased from 1 in 1500 in the 1930's to 1 in 35 in 2015. Blond or red haired, blue eyed females seem to have the most trouble but anyone can be struck at anytime. Especially problematic can be those who used tanning beds or who have had multiple sunburns. The most important place may be a man's back. This is a common place for melanoma and men over 50 are the fastest growing group to have the diagnosis of melanoma. Although we are speaking of melanoma, the same holds true for all types so of skin cancer. So, check each other out, have each other's back and get better skin for a better life®.



kind words

*"I had Jess get me ready to see the doctor, and she was really sweet! I hadn't been to the dermatologist in a long time, so I was a little nervous but forgot all about that when I was chatting with her!" - **Anonymous***

*"My husband and I were seen together. We were given more than one option to treat his face, ears, and neck. We will be looking into the blue light treatment. Since we were brand new patients we would like to have had a walk through of all services and what your facility has to offer. On a personal note as a woman I was simply amazed by the techs and their beautiful complexions! How do they do it?" - **Joni G.***

*"I am totally blown away by the friendliness and helpfulness of the staff at Sunflower Dermatology. I can't say enough nice things about the service and the professional staff." - **Helen E.***

We appreciate your compliments AND suggestions!

refer & your charity wins!

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!

Q1 REFERRAL INCENTIVE IS \$250 DONATED IN YOUR NAME TO YOUR FAVORITE CHARITY!

Referring friends, family, co-workers & others is easy!

Here's how it works:

- 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



team member spotlight

LANDON DERU

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

I have been with Sunflower for about 4 months as the Practice Administrator.

What's your favorite thing about your job?

I truly love getting to know people. This holds especially true for our staff. I enjoy being a part of their lives and understanding their history. I enjoy the team work and comradery we share as we take time to enjoy our jobs and our co-workers.

What is your favorite product and why?

The breadth of my product use qualifies me to say that Phloretin CF® is incredible.

What do you enjoy doing in your free time?

What is "free time"? Ha! When I'm not working or studying, I enjoy spending time with my beautiful wife and 3 children. Together, we enjoy swimming, "Duck-Duck-Goose", and tickle time! If occasion permits, I enjoy rock climbing, gardening, shooting (guns and bows), and snow skiing.

DID YOU KNOW...

Reordering your favorite products online is easy!

Visit **SunflowerDirect.com** and register. Once you're registered for auto-refill, you qualify for FREE shipping!

Make your life easier with Sunflower Direct!



SUNFLOWER
DIRECTTM
AUTO-REFILL PROGRAM

FAIR & FASHIONABLE™

SKIN CANCER IS NEVER IN STYLE™



reminder: save the date!

Skin Cancer is Never In Style, but Kendra is!

FIND FAIR & FASHIONABLE AT KENDRA SCOTT
ON THE PLAZA ON FEBRUARY 16TH, 6-8PM

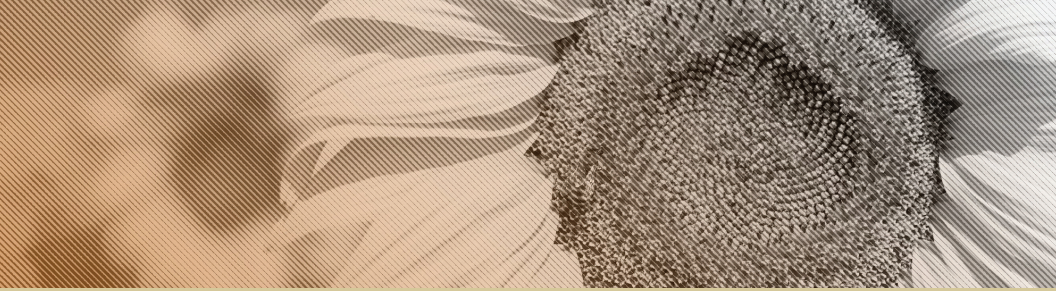
The incredibly popular national jewelry designer, Kendra Scott, is hosting a fundraiser to benefit the skin cancer awareness efforts of Fair & Fashionable. A portion of proceeds that night will go directly to F&F to support the mission of reducing skin cancer. We hope you can make it. We've create an *exclusive* Fair & Fashionable Kendra Scott statement necklace you're sure to love!

To preview their designs, visit KendraScott.com.

Skincerely,

Your Tan-Free Friends at Fair & Fashionable

Fair & Fashionable is a movement created to change the belief that suntanned skin is healthy, beautiful and in-style. Fair & Fashionable, Inc. is a 501(c)(3) organization. Learn more about what we do at fairandfashionable.org.



MY STORY

Continued from Front Cover...

I'd have drowned had he not pulled me out.

I'm wired in a way that this experience—almost drowning—drove me to want to prevent that from happening to anyone else. So I went through water safety instructions and taught swimming lessons so I could somehow prevent someone else from almost drowning.

Then, as a teenager, I was a lifeguard for six years. And being a lifeguard means that you're in the sun all the time. So I tanned all the time—and by that I mean I spent all day in the sun without any protection except for zinc oxide on my nose. There were no umbrellas, nothing to shield me from the sun.

And I'll admit that I loved being in the sun. I loved being tan. I loved the warmth I felt when the sun hit my skin. I am, for all intents and purposes, a recovering sun addict.

Later in high school, I felt that something just wasn't right. I didn't know what it was, but it was a feeling I just couldn't shake. So I went to the mall and had a skin cancer screening. Thankfully, it was fine and I was—and am—healthy.

But even then, I knew instinctively that getting that much sun just wasn't

healthy. That's part of what inspired me to pursue medicine, particularly dermatology.

Another driving factor is my genuine interest in others. I'm a people person. I like to see people, I like to help however I can. I'm curious, so I love to learn, and I also like to teach. I'm an early adopter and I embrace technology because it can help us live a happier, healthier life. I also respect tradition and I'm not willing to hop right on a new treatment plan if it doesn't have a proven track record. Most importantly, I think, is that I know when it's good to try something new and when it's best to stick with the tried-and-true. And I'm not afraid to explain to my patients exactly why I think what I think.

Dermatology suits me well—it's fast-paced, I get to interact with people of all ages, and there's always something new to learn. Even after 20 years of practice, I'm still hungry for new information and being able to distill what I know to my patients so they can be healthier is really what I was meant to do. I know that in my gut.

Wishing you better skin for a better life®.

Sincerely,

Brian Matthys DO
Medical Director
Sunflower Dermatology &
Medical Day Spa

what's new in dermatology?



HÜD
your smart mole scanner

Launching soon on



HÜD™ IS HERE!

People love gadgets. And, they think smart phones can do almost everything. This attachment to the iPhone helps us be better doctors all the time. This is Hüd (which is Swedish for skin), a new skin monitoring device by First Derm,

a leader in teledermatology. Hüd is a skin scanner for your smart phone. It gives you the opportunity to look deep within moles and make sure that the mole is the way you thought it should be. It allows for serial

photography of concerning moles that may have changed. Using this and combining it with the **firstderm.com** service, you can send a picture to a dermatologist and have an answer within 24 hours. It will help you track and learn the

signs of potential skin cancer. Studies show that up to 95% of skin cancer death can be preventable by early diagnosis. There is a sense that this type of instrument can help create that early diagnosis by increased

self-monitoring.

In fact, a recent study supports that when patients have a history of atypical moles (dysplastic) that skin self photography is associated with a decrease in the number of biopsies at follow up visits with your dermatologist.



This is great news! We are excited to partner with First Derm for this revolutionary, at home monitoring system.

For further information visit www.firsthud.com.

*Skin Deep with Sunflower Dermatology // 816-399-4465 // January 2017
www.sunflowerdermatology.com // facebook.com/sunflowerdermatology*



product of the month

SKINCEUTICALS® ADVANCED BRIGHTENING SYSTEM

This comprehensive regimen systematically improves the appearance of skin discolorations through multiple modes of actions. A five-step regimen that is clinically proven to help reduce the appearance

of skin discolorations and dark spots, brighten skin tone, minimize the appearance of fine lines and wrinkles, and improve overall skin appearance.

- Phloretin CF: Provides advanced environmental protection and helps diminish uneven tone.
- Advanced Pigment Corrector: Multi-layer treatment reduces the appearance of stubborn discolorations and helps fight reoccurrence for improved luminosity.
- Retinol 0.5: Refining night treatment with 0.5% pure retinol to help reduce skin discolorations and improve fine lines and wrinkles.

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and sign up for auto-refill for FREE shipping!**



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