



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®

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NOTE FROM DR. MATTHYS

March the March?

We are about 2 months in to 2017. How is your march toward a better life? Are you where you want to be? I think this is a pivotal month to re-commit to any decisions you made about how you want your year to progress. You can do it! Something I recommend is to extend your thoughts past personal change to the greater good.

Yes, losing weight is a great goal and going back to the gym is never a bad thing. But, what are we doing to really create good? I say this because of two recent reminders. A book called *The Outward Mindset* by the Arbinger Group focuses on 'seeing beyond ourselves.' We may want to create good for our children, but to truly make a difference, this focus should be in all parts of our life. At work, with friends and family, the idea of focusing on others will provide more satisfaction than most things we do for ourselves.

An example in the book comes from the KCPD. It reveals how the police do raids in drug busts. The management tool that changed everything was a marked increase in the level of caring in these situations. The officers need to 'get the bad guys' but often in these homes there are young children and babies. So during these raids an officer will specifically take care of the babies (get bottles etc.)

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SUNFLOWER
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stump the doctor

Q. Will my basal cell skin cancer turn into melanoma?

A. This is a great question that we receive frequently. When a patient presents (shows signs of a condition), usually after a skin biopsy, they wonder if the skin cancer can change to something more dangerous. A brief review here is necessary.

Cancers of the skin are the most common cancers in humans. Skin cancer is more common than all other cancers combined. So, unfortunately, we see them every day. The good news is that if you have a basal cell skin cancer (the most common type of skin cancer) that it won't 'change' into a worse type of skin cancer...like a malignant melanoma.

While that is very good news, a piece of info to remember is that ultraviolet (UV) light is the number one cause of melanoma and basal cell carcinoma. So, if you were to get a basal cell skin

cancer, your risk of getting a melanoma is increased because of the UV light you received and this is why we want to see you more frequently. A rule of thumb that I prescribe is this: wear sunscreen daily, look at your skin monthly and see us at least yearly or every 6 months if you have had a skin cancer. This is the best prescription to achieve better skin for a better life®.

Q. I don't spend time in the sun anymore so do I need to worry about skin cancer?

A. This is another frequent question. While most of us are getting better about protecting our skin, some still refuse to wear sunscreen, avoid tanning beds and still 'lay out.' Unfortunately, even if you have changed your ways you still need to be aware of the risks of skin cancer. As you have heard me say, skin cancer is the #1 most prevalent cancer on



earth. This is not meant to be a scare tactic, just the current reality we face. And, unfortunately, even though our treatments are getting better, the death rate from melanoma continues to increase.

So what do we do? It starts by being aware of your skin and seeing a dermatologist at least yearly. And because you can still get a tremendous amount of sun even from sources you would never expect, you must be aware of your skin and look for areas that don't heal, look different or concern you.

If you are not in the sun as much as you used to be, GREAT! You will look younger and be healthier because of it. But, you still have a significant chance, statistically, to get a skin cancer! And, even if it isn't a melanoma, who wants to have their face or any other part of their body cut because of a tan? So avoid the burn® and work towards better skin for a better life®. You won't be sorry!



kind words

"Can't think of a thing to change. My daughter's visit last year was equally impressive and this is why I came back for my own skin condition. I will refer you for certain."
– C.M.

"I am consistently put at ease and comforted by my visits and treatment plan. Dr Menser is so supportive, thorough and conservative in her approach. I never feel rushed and always feel "SEEN". There is "SUN" in sunflower dermatology! Side-note: don't understand the little paper pads to fill out upon check in. Seems redundant? Thank you and your staff! Excellent!" – C.D.

"Lynn is thorough and very easy to communicate with. We are very happy with her. – S.B.

**WE APPRECIATE YOUR
COMMENTS AND
SUGGESTIONS!**



LIKE PERKS?

SUNFLOWER SELECT is a new membership that offers the following perks:

- Free shipping when you use Sunflower Direct™ to fill your product orders
- Direct communication with your doctor using the Patient Portal
- Preferred Appointment Scheduling – guaranteed in-person appointment within 48 hours (business days) with a provider
- 2 virtual appointments using First DERM – if you have a skin concern and don't have time for an in-person appointment, just take a few pictures from your phone and send through the First DERM link on our website.
- 2% credit from every product or medical day spa service to go toward future purchases (cannot be applied to deductibles or medical treatments; cannot be combined with other offers)

This Membership is available to all Sunflower Dermatology patients for a one-time annual fee of just \$99!

team member spotlight

MORGAN POHLMAN

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



I've worked here for about 4 months and I'm an aesthetician. Aside from facial treatments, I also specialize in body treatments, full body waxing, microdermabrasion, and chemical peels.

What's your favorite thing about your job?

I enjoy helping my clients feel great about themselves and their skin and believe in putting together a skin care plan for each client that puts them one step closer to achieving beautiful, healthy skin. I love to help create optimal results for a customized, results-oriented skin care journey!

What is your favorite product and why?

I love the Metacell because I like how it makes my skin look and feel. It is wonderful!

What do you enjoy doing in your free time?

When I'm not pampering clients, I like to spend time with family and friends, listening to live music, watching movies, and enjoying the outdoors.



FAIR & FASHIONABLE™

SKIN CANCER IS NEVER IN STYLE™

We appreciate all who shopped for a cause at Kendra Scott on February 16th! The funds raised from this event go to support the F&F mission of using fashion as a platform to reduce skin cancer in teens and young adults. Many of the shoppers took the pledge to be tan free! Thank you for supporting F&F!

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.



PIROPOS



We love to surprise our patients with new things! Starting this month, we are giving away a \$100 gift card to a randomly drawn patient who has referred a new patient to the practice. For example, if you refer someone to Sunflower who has an appointment this month, you could win a \$100 Piropos gift card! This is an amazing restaurant with a fascinating story. Good luck!

www.piroposkc.com

what's new in dermatology?

A recent study suggested that our smartphones are making us look old. I don't know about you, but I think the new iPhone users are 65 and older. Have you observed this? Well, this is not exactly what I am talking about. When you look at your smart phone outside, the glass works very well to reflect the UV light back to your face making the light at least 20% stronger. So, all those people looking at their devices while walking (and not paying attention...see YouTube for hilarious moments) are also significantly increasing their risk of photo aging and skin cancer.

Are smartphones the cigarettes of our generation? To me...maybe. The skin cancer issue is definitely a concern to us because skin cancer is happening at epidemic proportions. One person dies hourly from a skin cancer that is mostly sun induced. Another way to view this is that we lose the entire city of Parkville, MO about every 10 months. Wow!

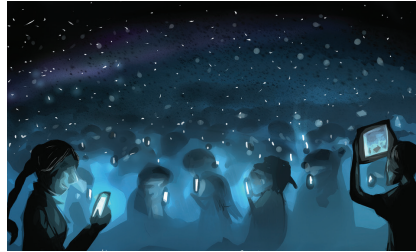
Do you know someone with melanoma? We see about 1 per

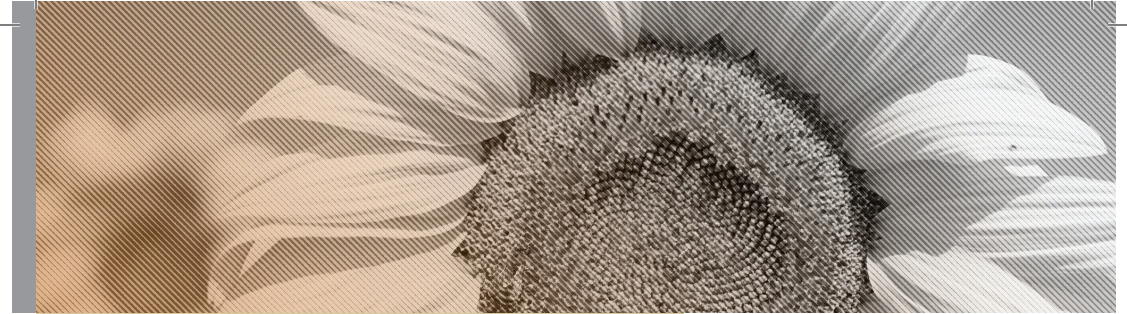
week here in our office. Scary stuff. But this is not the only concern I have with our smartphone screens. They are literally changing our brains. Every time you check that phone, your body releases dopamine that basically rewards your behavior with a

good feeling. Dopamine can become quite addictive. The average person checks their phone about 100 times per day, dopamine

releases, and the behavior gets reinforced.

Evolution has helped us notice stimuli to protect us, but these phones stimulate (overstimulate?) us in a way that is unhealthy, potentially ruining our ability to focus PLUS we're exposing our skin to unnecessary extra UV light. I am a technology fan and have had every iPhone since the first one came out, but I think enough is enough. Is the gadget in charge or are we? Let's decide to take our lives back. Let's decide to have better skin for a better life® with less UV light exposure!





Continued from Front Cover...

NOTE FROM DR. MATTHYS

March the March?

...in order to calm the chaos. An officer thinking only about himself is unable to see the benefit in this action.

The second reminder—another influencer I respect—was from an Atlanta pastor named Andy Stanley. He has multiple podcasts that can be life changing. I invite you to search his name and see what you find. One is “Your Move” and you can visit him at yourmove.is on the web. Whether you’re Christian or not, his ideas can significantly influence your life.

So, are you going to just continue to march the same march? Or are you going to commit to an outward mindset? We get to decide and now is the best time! Here’s wishing you this new opportunity and as always better skin for a better life®.

Sincerely,

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

refer & win

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

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



product of the month

SKINCEUTICALS® H.A. INTENSIFIER

*NEW on the market and a must try for all our patients
who have a desire for smooth, beautiful facial skin!*

H.A. Intensifier is a multi-beneficial corrective serum proven to amplify skin's hyaluronic acid levels. This unique formulation contains a high concentration of pure hyaluronic acid, proxylane™, and botanical extracts of licorice root and purple rice to support skin's hyaluronic acid levels and deliver surface hydration, helping improve the visible appearance of firmness, smoothness, and facial plumpness. This hyaluronic acid serum may be used as part of a home skincare regimen after dermal fillers; always consult with your physician for individual at-home advice.

- Amplifies skin's hyaluronic acid levels by 30%
- Reduces the look of crow's feet, nasolabial folds (parenthesis around the mouth or laugh lines), and marionette lines (lines from the corners of the mouth down to chin) for smoother, firmer skin
- Delivers long lasting hydration to visibly improve skin's texture
- Unique serum-gel texture format creates a smooth canvas on skin
- Paraben- and dye-free, ideal for all skin types
- Can be used as home care after dermal fillers; always consult with a physician for individual regimen recommendations

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