



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®

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note from dr. matthys

Friends and Family and...

Summer screams the part of the year where people do and should get together. It is that natural pause in the middle of the year where vacations occur with family (and sometimes friends.) What a treat for the mid summer heat!



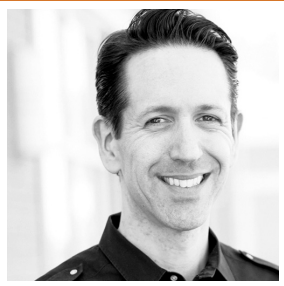
I have noticed that the most enjoyable friend-events seem to be the spontaneous ones. Meaning, just pop over, cook some burgers and have a great time reconnecting. Life gets so busy that we sometimes just forget how simple things can be. This can be extrapolated to your overall skin health.

All the marketing, products and procedures suggest that—in order to have the skin you want—you have to spend, spend, spend. But just like relationships, you have to spend a little time each day, week, month and year to keep connected. While procedures and products certainly have their place, it is a better solution to do a little each day in order to have the skin you want.

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SUNFLOWER
DERMATOLOGY & MEDICAL DAY SPA



stump the doctor

Q. Do I need to wear SPF indoors?

A. There has been a tremendous amount of recent publicity on whether there is a need to wear SPF indoors. My thoughts are to first consider how to define indoors. Indoors usually means inside, but are there windows? If so, an argument can be made to wear SPF inside. This is because UV light (UVA rays) can pass through glass and cause aging and skin cancer. And since this is cumulative day by day, this will add up over weeks, months and years. Plus, since adding a daily SPF to your exposed skin (face, ears, neck and hands) takes about 15 seconds per day, one might consider this a great and successful use of time. The average amount a time people receive UV exposure is about an hour a day. And, that doesn't include when you are doing outdoor activities (hiking, gardening, walking the dog, etc.) So, in order to avoid the burn® and have better skin for a better life®, we encourage you to wear

a broad spectrum SPF 30 or higher and apply it regularly based on your activity. If you are going to work, in the morning is enough. If you plan on exercise or outdoor activities, we encourage it every one to two hours. So, prepare your skin today so you don't have to repair your skin down the way.

Q. I wear sunscreen but I still get so 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. When we talk to people about SPF 30 or higher, we advise them to use 30 cc (or 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



(zinc oxide/titanium dioxide) or chemical sunscreen (Avobenzone or others). But, the best solution is SPF clothing. This solution, is great for covering arms and trunk so less liquid, spray or other SPF. Using the best sunscreens in the right amount is one way to achieve better skin for a better life®.

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Continued from the Front Cover
Friends and Family and...

With 90% of the skin changes associated with sun exposure, a sunscreen application is the best place to start. If you can see the sun, it can see you, so a little protection each day goes a long way. If you want more help, we can help. There are great products that can really change the way your skin looks. Why is this important? Because "better skin for a better life®" are not just words we slap on the wall. We hear it daily from our patients. Whether it is more confidence to be the person you want to be or preventing skin cancer, this advice pays dividends for years to come.

No one has ever said, "Wow, all the tanning and lack of SPF was worth having cancer removed." So, connect with your friends and family and have better skin for a better life®.

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

KIND WORDS

"Lynn was very professional and comforting for a nervous patient like me. She explained everything and reassured me of the procedures she was performing. Michelle, her assistant was excellent, too."

— Anonymous

"Dr. Menser is great! I always leave feeling like she really cares about my overall health. Thank you!"

— Sharla

**WE APPRECIATE
YOUR COMMENTS
& SUGGESTIONS.**

**KEEP THEM
COMING!**

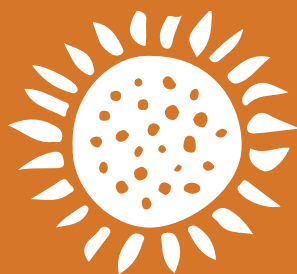


team member spotlight

MEET... ELVI DEHARO

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

I have worked as a Medical Assistant at Sunflower for 8 months. Prior to that, I spent several weeks here completing an externship and fell in love with the entire staff. I was thrilled to be offered the opportunity to work with this team.



What's your favorite thing about your job?

I love interacting with patients and helping them.

What's the one product you can't live without?

The SkinCeuticals Hydrating B5 Gel. It helps me achieve that "glow" and moisturizes for soft-looking skin.

What do you enjoy doing in your free time?

I love to spend time with my family, especially my little brother. I also like to travel. My favorite place to travel is Mexico.

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SUN-SAFE + STYLISH

Fair & Fashionable is all about using fashion to reduce the rate of skin cancer. Enjoy the rest of the summer being sun-safe and stylish.

F&F'S SIMPLE SUMMER SUN-SAFE SOLUTIONS:

1. Wear Dr. Menser's favorite sun protective clothing: F&F Best Sun Protection Award-Winner Sol La La! The styles have proven broad spectrum protection while being comfortable and stylish to wear. **Save moolah AND your skin with 15% off code F&F15 at sollala.com.**
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 sunscreen. SPF 30+, broad spectrum (UVA/UVB) and water resistant. Apply 1 ounce to entire body & reapply every 2 hours or after a plunge.
5. There is fun to be had...but take a break from the sun between 12-2pm (between 10am-4pm is even better but let's be real.)

sol la la™
sun-smart fashion



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Skincerely,

Your Tan-Free Friends at
Fair & Fashionable

what's new in dermatology?

HAPPY WIFE, EXTENDED LIFE!

Statistics are funny. While not infallible, doctors live by them like they are gospel. Statistics in my field are the same. 1 in 5 people get skin cancer. 1 out of 2 people over 50 get skin cancer. On and on and on.

We do know, as another stat, that married men live longer than unmarried men. Us married guys think it could be a cruel curse so that we are around longer for our wives to nag. But, that is not anywhere close to the truth (Love you, honey!) Our wives (read spouse, significant others,











partners) help us in areas we do not do as well.

A main area they help is evaluating our skin. While we can't turn everyone into a dermatologist, people are smart and can notice things. One thing to look for is what we call "the ugly duckling." This is a mole or other skin lesion that doesn't look like the others. This is really important because usually people can assess symmetry and similar things and it is the differences on our skin that can be the most dangerous.

A recent study supports the idea that partner assisted skin exams work. Meaning, if you learn about what makes a mole dangerous (**ABCDE System** = **A**symmetry of the mole, **B**order irregularity, **C**olor change, **D**iameter greater than an eraser, **E**volution of the mole) than you can be an important advocate for your partner. This can identify malignant melanoma earlier and make it easier to cure. Plus, I can't count on my hands and feet how many men have been saved by their significant others in this area. So, in order to have better skin for a better life®, please watch your partner's back/skin.

THE ABCDE SYSTEM OF MELANOMA DETECTION

The ABCDE criteria represent a commonly used clinical guide for early diagnosis of melanoma. The following features are considered suspicious:

| | | | |
|----------|--|---|---|
| A | Asymmetry: Moles that have asymmetrical appearance |  |  |
| B | Border: A mole that has blurry and/or jagged edges |  |  |
| C | Color: A mole that has more than one colour |  |  |
| D | Diameter: Moles with a diameter larger than a pencil eraser (6 mm or 1/4 inch) |  |  |
| E | Evolution: A mole that has gone through sudden changes in size, shape or colour |  |  |

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.

Congrats & Thank You...

PAMELA LOMBARDO

**OUR Q2 REFERRAL PROGRAM
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SUMMER ISN'T OVER YET...

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UV DEFENSE SPF 50**

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facial sunscreen is a weight-
less fluid with 100% physical
filters that effectively
provides broad spectrum
UVA/UVB protection. It is
also water resistant up to
40 minutes and adapts to
every skin tone.



TRIVIA

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GLASSES!**

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Medial Day Spa begin?**

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RECEIVE A FREE TRAVEL SIZE ANTIOXIDANT!



product of the month

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Advanced Pigment Corrector targets skin discoloration often caused by accumulated sun exposure, hormonal shifts, and the natural aging process. This multi-active comprehensive technology exfoliates and improves skin radiance to reduce the appearance of discoloration. Tested across all skin tones to improve the appearance of stubborn skin discoloration and uneven skin tone as it boosts the appearance of radiance.



- Fades the appearance of skin discoloration
- Promotes even skin tone
- Improves visible skin luminosity for renewed radiance
- Ideal for all skin types, except very sensitive skin
- Paraben-, fragrance-, and dye-free; non-comedogenic

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