



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®

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note from dr. matthys

Ch Ch Ch Changes...

Change is always in the air. Whether it is in the news, in the air, or in your family; the only thing that is a constant is change. Is change hard? I think that the only place change is really hard is "between the ears." The inertia required to make changes is the first hurdle to over come.

Dave Ramsey provides a funny visual for change. Of course, he is mostly known for his Financial Peace University and helping people get out of debt. If this was an easy job, he wouldn't have a job. But, of course, due to credit cards, etcetera, we all have the tendency to spend more on stuff we "need." When he talks about change, he stands up on stage and says, "If you want to change, than change." He then claps his hands twice and says "change." This seems so basic, but it is true.

Andy Stanley, a pastor of North Point Community Church, recommends using guardrails to help promote change and protect against negative change. He reminds us that guardrails are put up in the safety zone. So, if you set up financial guardrails about how you spend your money, you will be in better shape to take a leap of faith and start a new business or leave your job that doesn't satisfy you. These guardrails extend to your marriage and most importantly, your heart.

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stump the doctor



Q. It's fall, so do I have to wear sunscreen?

A. The answer is a resounding, YES! Sun is like sugar. It is everywhere all the time. These little hits of UV exposure affect our DNA in a negative way and increase the risk of skin cancer. In the US, the average INDOOR worker spends 10% of their awake time outside during daylight hours. This is surprising to people, I am sure, because most people don't think they go outside at all during the day. But, places like any office with windows, going out to lunch and driving all count as being "outside." This is one of the reasons I am creating a device to monitor against sun related risks. If you have interest in learning more (shameless plug), visit ***EclipseRx.com*** to learn about a solar powered device that is being developed to reduce the risk of skin cancer, premature aging and skin cancer. I routinely ask my patients to wear sunscreen daily and often compare it to seat belts in the level of protection it can give you.

Q. I have SPF in my makeup... is that enough protection?

A. My opinion is that, based on our current information, everyone should wear a SPF of 30+ daily on all their skin. If you have a SPF 30 in your makeup, odds are that you may not apply enough to actually get the SPF 30. Typically, people wear only about a quarter of the amount of sunscreen that would be needed to get the number on the bottle. For example, if you wear a 30, you are most likely only getting about a SPF 8. As a guideline, a person should wear 3 finger tip units of SPF on their face with one for each ear and neck. What is a finger tip unit? Look at your index finger. Now look from the end of the finger to the first fold. That is a finger tip unit. The more you use the more likely you are to get the protection you need. Lastly, I would encourage you to wear an antioxidant before the SPF for even more protection. So, avoid the burn® of skin cancer and let's have better skin for a better life®.



WE APPRECIATE YOUR COMMENTS & SUGGESTIONS.

KEEP THEM COMING!

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Continued from the Front Cover

Ch Ch Ch Changes...

Lastly, Dr. Henry Cloud, Leadership Consultant and Clinical Psychologist says that many people “put off changes” because they are gathering information. But, many people allow too much lag time between knowing and doing. Dr. Cloud recommends asking questions like “What’s holding me back? Do I need everyone on board with my idea?” He says that resistance to change is a “fact of life” and we need forces that help us complete our change. So, what does this have to do with you?

As you may know, our vision and mission for our patients is better skin for a better life®. What change on your skin do **YOU** want? Acne... Psoriasis... Botox... Fillers... What ever the change, let’s start today. **We can’t provide better skin for a better life® without you!**

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

kind words

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

— Sharla

“Dr. Rudloff takes the time to explain things and ask questions. I appreciate that he is not rushed or hurried and looks carefully at my condition.”

— Anonymous

“The most patient centered doctor that I see for any reason. Concern for the patient and their well-being is the number one goal.”

— Anonymous



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team member spotlight

MEET...
PAYTON PRIETO



.....

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

I am the first and last face you may see at the front desk checking you in and out, and I have been with Sunflower Dermatology for three months.

What's your favorite thing about your job?

I love interacting with patients and learning/ discovering more about the importance of good skincare.

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

The SkinCeuticals Retexturing Activator. It helps exfoliate my skin and replenishes moisture for a smooth, radiant complexion.

What do you enjoy doing in your free time?

I love to read, spending quality time with my dogs and trying new wines!

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Ladies' Night Out & Grand Opening

**OF THE SKINCEUTICALS®
ADVANCED CLINICAL SPA**

THURSDAY, NOVEMBER 16, 2017

5:00PM - 7:00PM

1805 NW PLATTE ROAD, SUITE 120

RIVERSIDE, MO 64150

COCKTAILS • HORS D'OEUVRES • MUSIC
GIVEAWAYS • FIND OUT WHAT'S NEW

TO RSVP, CALL 816.472.0400 OR EMAIL

rsvp@sunflowerdermatology.com

by 11/13/17



what's new in dermatology?

MY MOLE CHANGED... NOW WHAT?

I hear this relatively often, and it is always worth exploring. This is one of the **ABCDE's of moles** and consists of the **"E"** which is evolution or change. Just to review...

"A" stands for Asymmetry.

This means that the mole isn't symmetric, say like a paper plate.

"B" stands for Borders. This means to watch for jagged or irregular bordered. It follows asymmetry because the two are related.

"C" stands for Color and means that any colors of the flag together are potentially dangerous and need to be evaluated.

"D" stands for Diameter. A mole that is larger than an eraser head (6 mm) has increased risk to be potential dangerous and may need to be evaluated.

Lastly, **'E' is for Evolution or change.** This is the most sensitive change, statistically.

This brings me to some new, important information. A study out this month in the Journal of the American Academy of Dermatology evaluated thousands of melanomas to assess whether they were from previous moles vs. new or de novo. It is important to understand whether malignant melanoma arises as malignant melanoma or if moles "change."

The findings are quite interesting. 71% of all melanomas arise as melanoma. This would be as your "new mole." So, when patients present with this new mole, this is typical of how melanoma arises. 29% of melanomas arise from an already present normal mole. So, this is when patients present with a mole that "changes." A normal mole evolves to a dangerous melanoma.

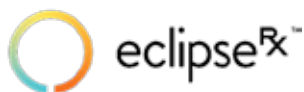
All this means one thing... Please get your skin checked, pay attention to you and any partner's skin, and help us help you achieve better skin for a better life®.



ANNOUNCING ECLIPSE Rx™

patent pending wearable sun monitoring device
created to protect against sun related risks

THE ADVANCED APPROACH TO SUN PROTECTION
LUV LIFE OUTDOORS



We're excited to announce the latest innovation from Dr. Brian Matthys, and we wanted our patients to be the first to know. **Eclipse Rx™** is a new solar-powered wearable sun monitoring device—developed by Dr. Matthys—that tracks sun exposure so you can proactively reduce your risk of skin cancer, premature aging and skin damage.

If you love spending time outdoors and are concerned about sun-related health and beauty issues, Eclipse Rx is the device for you. Eclipse Rx features a sleek, water-resistant band that tracks your steps and your time in the sun to alert you when you need to reapply sunscreen or move out of the sun. The Eclipse Rx digital app allows you to provide details about your skin type and sunscreen use, and it syncs with the Apple Health app.

We want to make thinking about sun protection and putting on sunscreen like brushing your teeth—something you do every day. The Eclipse Rx device will get smarter the more you wear it, and Eclipse Rx will add enhancements to the app over time.

Visit **EclipseRx.com** to learn more and sign up to receive an email when Eclipse Rx is available to purchase.

Refer & Win an Eclipse Rx

REFERRING FRIENDS, FAMILY, CO-WORKERS & OTHERS IS EASY!

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!

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

Q3 REFERRAL INCENTIVE IS THE NEW ECLIPSE RX!

product of the month

SKINCEUTICALS® A.G.E. EYE COMPLEX



A.G.E. Eye Complex is an advanced anti-wrinkle eye cream that improves the appearance of dark circles, puffiness, and crow's feet associated with advanced glycation end-products

(A.G.E.), a major factor of the natural aging process. This silky eye cream is formulated for the delicate eye area with a potent combination of proxylane, blueberry extract, and a complex of flavonoids and synergistic peptides. Also includes optical diffusers to diffuse light and immediately improve the radiance of tired dull-looking eyes.

- Reduces the appearance of crow's feet and wrinkles
- Improves the look of dark circles and puffiness
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