



JULY 2018
HAPPY INDEPENDENCE DAY!
 REMEMBER YOUR SUN
 PROTECTION!

skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA



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note from dr. matthys

NEW BEGINNINGS AND PREDICTIVE HAPPINESS

I am excited to go a bit personal this month announcing the birth of our son, William Shepard Matthys, born on May 22, 2018. What a blessing. He weighed 7 pounds 2 oz and seems healthy in every way. Baby and mom (Dr. Molly Menser) are doing well. It seems so easy (especially as the dad) this time around. This is our second child as we have a soon-to-be 4 year old girl named Elsie Pearl. We chose these names after our grandparents as we both had close relationships and valued the learning we gained from both.

Our first child, Elsie, had some health concerns and so instead of coming home after 3 days, we spent 3 weeks at Children's Mercy Hospital. She had an open heart surgery to correct multiple life threatening heart defects. She had her second open heart surgery at 14 months and "suffers" from seizures and residual weakness from a stroke around the time of her birth.



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All and all, though, life is great. She is a wonderful, joyful child and is enjoying her new role as a big sister to her baby brother. We are truly blessed and grateful for the opportunities we have and look forward to many, many more that life has in-store for us.

Reading these words, I wonder what you think? I am always interested in sociology and psychology and what drives decision making. Affective forecasting has shown that people mispredict how much pleasure or displeasure future events will bring. As you can maybe imagine, the horror of a 2 open heart surgeries, seizures and a stroke in our first child had us scared for round 2.

Plus, we didn't know anything was "wrong" with Elsie until day 3 of her life. I can't tell you the fear I had, especially for her second surgery, as I had become close to daddy's little girl. Of course for William, we ran all the tests, and pretty much know where his going to college at this point based on all the information we know (Rock Chalk!)

Affective forecasting is something that all of us do and do poorly as humans. Whether it is a baby or a job or a move, we poorly predict our pleasure or displeasure. The good news is, though, that being present during and after any opportunity allows for gratitude.

I am so grateful for my daughter, new son and amazing wife. I did nothing to deserve them. I am grateful for the wonderful patients who make practicing medicine fun. I am grateful for the grace we are given when we run behind or blow it. New beginnings are great. Let's predict happiness! Happy 4th of July!

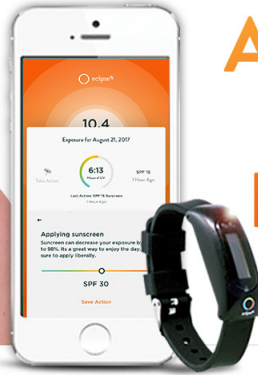
Sincerely,

Brian Matthys, DO
*Dad, Husband & Medical Director
Sunflower Dermatology &
Medical Day Spa*



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**AVOID
THE
BURN**



eclipseRx™

THE ADVANCED APPROACH TO SUN PROTECTION

Why Eclipse Rx™?

Eclipse Rx™ is not trying to be just another wearable device. Eclipse Rx wants to MAKE. SKIN CANCER. HISTORY. We want people to be aware of the sun, and not be afraid to live in it. When it is freezing outside, people take appropriate measures to protect themselves. It is the same concept with sun protection.

The Eclipse Rx wearable sun monitoring device and mobile app were designed for people who have concerns about skin cancer and skin care. Maybe a family member was recently diagnosed with skin cancer, and now they are more concerned about their own skin? There are specific types of skin cancer such as atypical mole-melanoma syndrome (FAM-M Syndrome) that are genetic. Those that know they carry this gene, are usually more proactive about their skin care. We want our patients to not only have a way to protect themselves. We want them to know what is happening

in their environment, provide them a peace of mind, and we want to provide an opportunity for people to love life outdoors, while being aware of what the outdoors brings them. That is the mission behind the Eclipse Rx™ device.

The Eclipse Rx™ device is water resistant with a sleek high tech unisex design. The device tracks and logs how many steps you take daily and pairs/syncs with its own innovative mobile app. It has multiple sensors that gives you an estimated UV Index (strength of the sun) and calculates how much time you can be outside before you start to receive skin damage.

**“It is possible to AVOID THE BURN!
Being sun smart and taking into account all of the ways you can change your sun habits and behaviors will help you avoid skin damage, pre-mature aging and most importantly skin cancer.”**

– Founder Dr. Brian Matthys, DO

HAVE A QUESTION FOR OUR DOCTORS?

EMAIL US AT patient@sunflowerdermatology.com
WITH SUBJECT LINE "STUMP THE DOCTOR"



stump the doctor

Q. Coconut Water: Can We Get to the Heart of the Matter?

- A. Coconut water is the latest trend in packaged water. It is over a \$1 billion industry. But, can coconut water be dangerous? The answer is *maybe*. One ingredient that is not well marketed in coconut water is potassium. Potassium, when elevated, can be quite dangerous. The most common side effect of an elevated potassium is an irregular heartbeat. Most people's kidneys can manage potassium without any problems. However, a large number of people who drink coconut water may be at risk if they are also taking an acne medication.

The average age of a person drinking coconut water is between 25 and 29 with 80% being females. An acne medication that is used very frequently in

these women is called *Spironolactone*. It is a hormonal acne medicine that works by blocking testosterone along the jawline and chin. This medicine is designed to help women with those breakouts especially in combination with oral birth control.

The reason this medicine can be dangerous to women in conjunction with coconut water is that it can diminish the release of potassium by the kidneys. While this is not bad with the normal consumption of potassium, if a person is drinking a significant amount of coconut water, they may hold in an excess amount of potassium thus creating a dangerous situation for the patient. So, the bottom line is tell your doctor about anything you do in excess so that we can give you better skin for a better life.®

Q. Olive Oil & Sunflower Oil: Delicious and Dangerous?

A. While people often use olive oil and sunflower on their skin for moisture, it may not be such a great idea for infants. The Internet has made these oils seem like a great help to everyone's skin. However, eczema is becoming a worse problem. The rate of childhood eczema has increased from 5% to 30% since 1940.

A study performed in the United Kingdom chose three groups of newborns to evaluate. The newborns are separated into three groups. One group received sunflower oil, another group received olive oil while the third group used none. At

the end of the 4 weeks, the researchers examined the lipid lamellae structure (literally fatty plates or flakes) of the skin of the babies in all three groups. The lipid lamellae are in the stratum corneum—the outermost layer of the skin—and play an important role in the vital barrier function of the skin. The findings suggest that using olive oil and/or sunflower oil early in life may delay the natural development of lipid lamellae in the skin barrier which may lead to a problem and add to the risk of eczema.

CAN YOU STUMP THE DOCTOR? SEND US YOUR QUESTION TODAY!



staff spotlight

NICOLE SHELLY

hello



What is your role at Sunflower Dermatology?

I am a medical assistant, and I started in 2015. I work at both the Riverside location and our St. Joseph location.

What is your favorite part about your job?

Patient care! I love getting to know our patients and help them care for their skin.

What is your favorite skincare product & why?

It's a tie between the CE Ferulic and Metacell Renewal. Both products have made huge improvements in my complexion.

What do you enjoy doing in your free time?

I love movies and hanging out with my husband and two teenage daughters.

kind words

“The staff were all so friendly and you could tell that they liked their job, each other, and their patients. That is very rare. Excellent. It is hard dealing with bad skin, but much easier to deal with when you have a wonderful dermatology office to help you through.”

– KATE W.



NEW REFERRAL PROGRAM

d.i.y. at home EATING FOR HEALTHY SKIN

Most people know that vitamin C helps ward off cold and flu viruses. But did you know that it also plays an important role in healing wounds and producing collagen? Collagen helps maintain skin's elasticity. When we think of Vitamin C, oranges and pineapple are a given, but did you know sweet potatoes also contain Vitamin C? Combine all 3 and you have a refreshing concoction that is bursting with Vitamin C.



BLEND INGREDIENTS AND ENJOY A VITAMIN-PACKED TREAT!

BABY-FACE SMOOTHIE

- 1 cup sweet potato – scrubbed, peeled
- 4 oz pineapple
- 1 orange – peeled
- 1 Tbsp flaxseed
- 1/2 cup water
- 1 cup ice

TELL A FRIEND AND WIN UP TO \$250!

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

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

When your friend visits for the first time, they get to draw for a prize of up to \$250 in cash. If your friend wins, you win too! We will send you the same prize as a thank you.

AND...Receive 1 entry for each review that you submit on Facebook, Google or Yelp. Just send a screenshot of your review to patient@sunflowerdermatology.com.



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PRODUCT OF THE MONTH + FREE GIFT WITH PURCHASE



SUNFORGETTABLE® TOTAL PROTECTION™ DUO KIT HERO BY COLORSCIENCE®

Featuring the Face Shield SPF 50 and Brush-On Shield formulas, this duo kit provides total environmental protection from UVA/UVB, pollution, blue light, and infrared radiation.

Purchase the Sunforgettable Total Protection Duo Kit and receive a FREE BEACH TOTE OR TOWEL, while supplies last!