

JANUARY 2019

A NEW YEAR, A NEW YOU!



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA



IN THIS ISSUE:

- 2** Stump the Doctor
- 3** Kind Words
- 4** Hawaiian Trip Give Away!
- 5** Eclipse Rx News
- 6** Staff Spotlight & Acne Secrets
- 7** Ladies' Night & Referral Program
- 8** Featured Product of the Month



A NOTE FROM DR. MATTHYS

"I Don't Wear Sunscreen Because I Am Never Outside."

This is not really an accurate statement because we are "outside" much more than we think. Anytime you can see the sun, the sun can see you. Being by a window, riding in a car, and/or sitting in an office by a window is considered "outside" for your skin and the sun. Most windows only block UVB light, not UVA light. UVA stays the same all year long and can penetrate much deeper than UVB. UVA causes skin aging and skin cancer. That is one of the main reason why we recommend wearing sun protection all year long.

The photo included on the following page is a 69 year-old delivery truck driver with unilateral dermatoheliosis—severe damage from ultraviolet rays on the left side of his face with significant photo damage, wrinkling, pigment change and even a change in his eye anatomy. This man drove truck for 28 years and wasn't "outside" very...

Continued on Page 3

HAVE A QUESTION FOR OUR DOCTORS?

EMAIL US AT patient@sunflowerdermatology.com

WITH SUBJECT LINE "Stump the Doctor"



stump the doctor

Q. Our family has a history of skin cancer. What are some of the tips 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 you out" (which means 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®.



Courtesy New England Journal of Medicine

A NOTE FROM DR. MATTHYS

Continued from Cover

...often. Just another example of the importance of wearing sunscreen daily, even in the winter and even if you're not spending much time "outside."

Do something for yourself in 2019 and achieve better skin for a better life® with sun protection all year long!

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

kind words



SUNFLOWER

DERMATOLOGY & MEDICAL DAY SPA

"Dr. Rudloff was very knowledgeable and listened to me. When a doctor listens to me instead of trying to get me out the door, I am always thrilled. His nurse was also great and very friendly. I will use Sunflower Dermatology from now on."

– TAMMY K.

"I've seen three doctors here and I can tell you they are all phenomenal! Having said that, I keep going back because Bailey, the aesthetician, is absolutely amazing. She's on time, takes her time with you, and provides invaluable feedback. The facilities are very clean and the office staff is always welcoming!"

– MEGGAN M.



WIN A *Hawaiian* VACATION!

Surf big waves, relax on picturesque beaches, snorkel with exotic fish, and luxuriate in some of the most beautiful nature our planet has to offer... Sound amazing? Well, your friends at Sunflower Dermatology want to get you there!

REGISTRATION IS EASY. IN JANUARY & FEBRUARY, RECEIVE ONE ENTRY PER QUALIFYING ACTIVITY:

- ✔ Come in for an Appointment ✔ Become a Member
- ✔ Refer a Friend ✔ Attend Ladies' Night Out January 24th
- ✔ Purchase \$100 of Products and/or Gift Cards

WE WILL DRAW THE LUCKY WINNER ON MARCH 1ST AT 4PM!

**CALL 816.533.7572 TO SCHEDULE
YOUR APPOINTMENT TODAY!**

Find Details & Official Rules at www.SunflowerDermatology.com

BE VIGILANT

MODERATION IS KEY.

In today's culture, a glowing tan is the picture of summer fun. People who escape the dreary, cold, winter weather of the north to a tropical locale are expected to show off sun-darkened skin. Magazines and commercials tell us that being tan is requirement for looking one's best in a swimsuit.

Current evidence confirms the importance of being vigilant about the amount of sunlight exposure received by children and adults. Moderation is the key. Sunlight exposure, despite some benefits, holds inherent health risks and results in skin damage. The key for someone to protecting themselves and their loved ones from harmful UV rays is simple mindfulness. Eclipse Rx has a comprehensive list of sun smart tips and advice from a board-certified dermatologist to help avoid the adverse effects of the sun.

Find tips and more information online at www.EclipseRx.com.



eclipse^{Rx}

SOLAR POWERED, PERSONAL
**UV SUN MONITOR +
ACTIVITY TRACKER**



THE ADVANCED APPROACH TO SUN PROTECTION

LUV LIFE OUTDOORS™

staff spotlight

BAILEY KOPP

hello



What is your role at Sunflower Dermatology?

I am a aesthetician, and I have been working at Sunflower Dermatology for 6 months.

What is your favorite part about your job?

I love seeing patients for their monthly facials! I can help them reach their skin goals by sharing my knowledge of products, and educating them about the importance of daily sunscreen.

What do you enjoy doing in your free time?

I enjoy spending time with my family back in St. Louis, trying all the yummy restaurants in KC, walking my dog Willow to the Plaza for a coffee, and binge watching Bravo's Real Housewives.

SECRET REPORT

10 FOOD CHOICES THAT CAUSE ACNE

Acne is the #1 cause of skin problems in the US. Over 50% of people struggle with this at some time in their lives. Wouldn't it be nice to have some control over how your skin looks from day to day? Well, here is some "secret information" courtesy of Sunflower Dermatology and Medical Day Spa.

Any foods that raise your need for insulin production can increase your acne. These are foods that have a high glycemic index.

Below are groups of food that have a high glycemic index... Steer clear of these in excess, and you have a chance a better skin for a better life®

- Soft drinks, sports drinks, and fruit juices
- White bread, pasta, rice, noodles, and bagels
- Potatoes and potato chips
- Pretzels, crackers, and cookies
- Pizza and pancakes
- Cakes and most baked goods
- Commercial cereals
- Dates and raisins
- Watermelon
- Most candy



LNO
2019

YOU'RE INVITED TO OUR
**LADIES'
NIGHT OUT**
& 10TH ANNIVERSARY
CELEBRATION

JOIN US FOR A TROPICAL EVENING
OF FOOD, MUSIC AND PRIZES
AS WE ESCAPE THE WINTER BLAH'S
AND CELEBRATE OUR
10TH ANNIVERSARY & YOU!

THURSDAY, JANUARY 24, 2019
5:30PM – 7:30PM
AT OUR RIVERSIDE LOCATION

20% OFF A SPECIAL SELECTION
OF SUNFLOWER FAVORITES
AND REGISTER TO WIN A TRIP
TO HAWAII AT THE EVENT!

KINDLY R.S.V.P. AT
816.472.0400 OR EMAIL
rsvp@sunflowerdermatology.com
by 01/20/19

Visit www.SunflowerLNO.com
for more information!



REFER
& WIN

REFERRAL PROGRAM

We truly appreciate your referrals! Our business grows when we make you happy and you tell others about your experience at our practice.

**WIN A FABULOUS
Hawaiian Vacation
Package!**

**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

**Drawing to be held
March 1, 2019**



SUNFLOWER DERMATOLOGY &
MEDICAL DAY SPA
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Riverside, MO 64150

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Kansas City MO
Permit #1996



SKIN DEEP WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA // **JANUARY 2019**

PRODUCT OF THE MONTH



SKINCEUTICALS® ANTI-AGING SYSTEM

This three-product regimen with best-in-class technologies diminishes skin's visible signs of accumulated damage – reduced wrinkles and increased luminosity.

- C E FERULIC® (30ml)
- A.G.E. INTERRUPTER (50ml)
- RESVERATROL B E (30ml)

ORDER ONLINE TODAY AT www.SunflowerDirect.com