



MARCH 2019  
IT'S SPRING BREAK TIME...  
DON'T FORGET TO PACK  
THE SUNSCREEN!

# skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA



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## note from dr. matthys

### BE LIKE A BABY

Imagine a truly grumpy, anxious baby. Does one exist? When I think of babies, I think of smiling, belly laughing, cooing, drooling tiny humans who when they look at you, you melt. Sure, sometimes they don't sleep, they cry when they are hungry or tired, and colicky babies... well, that is tough. But babies will be babies. You may be wondering where I am going with what seems to be mostly true statements. Well if they were like us, babies could be really grumpy or really anxious. What do I mean?

Imagine for a moment the tasks ahead of them. Usually, they don't have much hair, can't walk or talk, can't swallow solid foods, and can't control their bladders. While this may be our fate when we are old (hopefully not), babies unknowingly stare this in the face everyday. Plus, recent research suggests that they also unknowingly care about their social interactions and social strata in life. Yet their default is to be laughing, smiling...



*Continued on Page 7*

**HAVE A QUESTION FOR OUR DOCTORS?**

EMAIL US AT [patient@sunflowerdermatology.com](mailto:patient@sunflowerdermatology.com)  
WITH SUBJECT LINE "Stump the Doctor"



## special feature

### 7 THINGS EVERY PARENT SHOULD KNOW ABOUT ACNE

As trivial as acne can seem to some of us adults, it can be a real life saver to get addressed and resolved. Being a teenager (or younger) can be tough, especially in today's world of hyper social contact and social media. So, here are 7 things every parent should know about acne...

- 1. I want candy!** Diet plays a role in skin conditions, especially acne. The perfect diet will not drive away all acne. However, limits in carbohydrates—pasta, breads, sweets—will decrease acne. Also, decreasing yogurts, cheeses and dairy may also make a difference because of the mechanism of acne formation, especially in females. Making sure that we are not overindulging in these areas can give us some control of our breakouts.
- 2. Girls, Girls, Girls!** Hormones definitely play a role in acne. For males, testosterone drives oil production which fuels the fire of acne. Females, also have hormones and this is why birth control and other oral medicine (*Spironolactone*) can be of some benefit to them. Girls don't have to have abnormal levels of hormones to have hormonally influenced acne. But, sometimes birth control (oral or IUD) can take away our the "normal cycle" and it can be tough to tell whether hormones are abnormal. A simple blood test can help!
- 3. Poker Face:** Obviously, facial acne is the most noticeable. However, washing your face 3, 4 or 5 times a day isn't going to help because over-drying the face can make acne worse. Acne is a complex disease with multiple mechanisms and too much emphasis on face washing is, in my view, unnecessary. So, parents saying "if he would just wash his face more, he wouldn't have acne" is probably not a true statement. Plus, don't forget the...

...acne on the chest and back. This can be more difficult to treat and require oral antibiotics or even oral isotretinoin, such as *Accutane* or *Absorica*.

4. **Safe Ride Home:** Home treatment is an essential part of acne therapy. Common ingredients including salicylic acid and benzoyl peroxide and new OTC retinoids (*Differin Gel*) are also hugely beneficial. Popular products, such as *Proactive*, can help the most mild acne, but for anything else, I don't find it to be enough to get the kind of results available by prescription. OTC products have their place, but I feel with some professional guidance, you can save money and time and enhance effectiveness.
5. **Peel:** Chemical peels, facials, microdermabrasions, hydrafacials, and blue light therapy all have their place in helping acne sufferers. They may not completely and fully control acne breakouts because of the many causes of acne—hormones, bacteria, genetics, stress—but they play an adjunct role and can enhance some of the side effects seen with acne, such as scarring, redness, or increased pigment.
6. **Should we stay or should we go?** My view, while potentially biased, is for people to get some professional advice regarding acne. I feel that we, as dermatologists, can help guide people through the maze of products, procedures, fact, and fiction regarding causes and treatments. Even without insurance coverage, I feel that I can save money and time for my patients with some simple advice and often some prescriptions. If acne is causing scars, it is a 911 for dermatologists to be aggressive with treatment because scarring acne leaves a permanent reminder of what should be a temporary problem if addressed early and often.
7. **What's the frequency, Kenneth?** I do not think it is ever too early to get professional advice about acne. I have seen kids 8 years old who suffer from acne. When mom or dad has scarring from acne, it is advised to see them early and often to make sure they don't suffer the same fate. Face washing twice a day is enough. Using medicine once or twice a day as directed is the most one would need. If scarring is occurring, don't be surprised if we recommend an aggressive approach to prevent more. Our vision for all our patients is *better skin for a better life*<sup>®</sup> and we will work diligently to make that happen.



# FAIR & FASHIONABLE™

SKIN CANCER IS NEVER IN STYLE™

## SKIP THE TAN.

It's spring break time and prom season is on the horizon! While teens are more enthralled than ever with event-tanning, we are seeing alarming rates of skin cancer in 15–24 year olds. They believe that just a few sessions in a tanning bed is not risky. However, the statistics say it best: **People who first use a tanning bed before age 35 increase their risk for melanoma by 75 percent!**

So please...if you have a teen in your home or in your life, encourage them to embrace their natural skin tone.

Let them know that **skin cancer is never in style!** If they absolutely can't stand the thought of not having a tan, tanning creams or spray tanning can suffice for special events. #fairandfashionable

*Skincerely,*

Your Tan-Free Friends at  
Fair & Fashionable

Fair & Fashionable is a movement that utilizes fashion as a platform to reduce the rate of skin cancer. Visit [fairandfashionable.org](http://fairandfashionable.org) today!



save the date

LET'S CELEBRATE BETTER SKIN FOR A BETTER LIFE®!  
JOIN US FOR SUNFLOWER DERMATOLOGY'S

# BLOCK PARTY

*Sun*

\*\*\*\* FAMILY FUN NIGHT \*\*\*\*

FRIDAY MAY 31 | EVENT 5-7 PM | FUN 4 ALL \*AGES\*

BRIARCLIFF PROFESSIONAL PLAZA  
1805 NW PLATTE RD, SUITE 120, RIVERSIDE, MO 64150

*Complimentary Event includes...*

\* FOOD TRUCKS \* DRINKS \*  
\* MUSIC BY THE SKUS \* FACE PAINTING \*  
SPECIAL PRICING ON SUN PROTECTION \* GIVEAWAYS



SUNFLOWER  
DERMATOLOGY & MEDICAL DAY SPA

R.S.V.P. TO  
[rsvp@sunflowerdermatology.com](mailto:rsvp@sunflowerdermatology.com)  
OR CALL 816-533-7572

# staff spotlight

PAIGE LANDRY, MS, PA-C



## welcome to the practice...

### **PAIGE LANDRY, MS, PA-C**

was born and raised in New England. She graduated from Connecticut College with a double major in behavioral neuroscience and psychology.

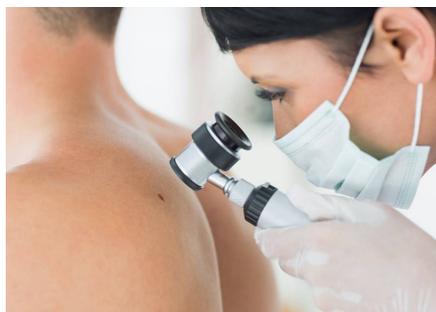
After working in clinical research in Boston for two years, she went on to complete a Master of Science Degree in Physician Assistant Studies from Northeastern University in Boston, Massachusetts. Since 2014, Paige has been working as a physician assistant in dermatology in both Boston area and in Providence, Rhode Island.

Paige and her husband moved to Kansas City last summer to be near family and joined the Sunflower Dermatology team in October 2018.



She enjoys photography, traveling and is an avid hiker and runner.

Paige is a board certified Physician Assistant and a member of the American Academy of Physician Assistants and the Society of Dermatology Physician Assistants. She is also completing a fellowship program with the Society of Dermatology Physician Assistants.



# REFER & WIN

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## 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.

*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

### THIS QUARTER'S REFERRAL PRIZE...

WIN A 2-MONTH  
VIP BLACK  
MEMBERSHIP!

*Continued from Front Cover...*

## BE LIKE A BABY

...cooing, and sometimes they just lay on their backs and kick, kick, kick! If they were like us, they would be worried, anxious, Googling machines. They would ask questions such as, "When will I get some teeth? When will I walk or talk? How do I dress myself or feed myself? What if I fall down when I walk? What if I never learn to speak?!?" Of course, they don't. They don't even care. Let's pause for a moment and think...*Can we be more like this?*

Andy Puddicombe, co-founder of the meditation app *Headspace* and author of the book *The Headspace Guide to Meditation and Mindfulness: How Mindfulness Can Change Your Life in Ten Minutes*, addresses this in what he calls "quiet confidence." Meaning that the "calm of a baby" is a default in all of us and that stress is the difference between the situation we have—awareness of the moment—and our perception of what should be. He reminds us that we are not our thoughts and that we should, as Elsa of *Frozen* would say, "Let it go!"

Our underlying calm starts as a baby, and life gets piled on until it is barely visible. But, it is always there. That is comforting. I don't know your situation, but I do appreciate the idea that calm, blue skies are always there. Sometimes, we just have to know this and look!

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



**SUNFLOWER**

DERMATOLOGY & MEDICAL DAY SPA

## NEW AT SUNFLOWER

### IT'S TIME TO STOP HIDING—AND START **ESKATA**®

ESKATA® is the first and only FDA-approved topical treatment that can treat raised Seborrheic Keratoses (SKs).

With its proprietary solution and soft-tip, pen-like applicator, healthcare providers can target and treat raised SKs with ESKATA.

#### IS **ESKATA** RIGHT FOR YOU?

First things first... If the raised spots on your face or neck are concerning you, the first step is going to your healthcare provider to see if they are SKs.



A skin condition like raised SKs doesn't have to be "serious" to make you seek treatment. Healthcare providers can help with many non-medical skin issues that have a big impact on the way you view yourself.

ESKATA is for use as an in-office treatment. ESKATA is applied by your healthcare provider and is not for use at home, so ask your Sunflower Professional today!

BEFORE TREATMENT



AFTER 3 WEEKS:  
BEFORE 2ND TREATMENT



FINAL RESULT:  
DAY 106

