



skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA



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note from dr. rudloff

CONSTANT CHANGE

I love this time of year! The change of the leaves into autumn colors and the perfect change in temperature. It's a great time to reflect on the year and anticipate the last few months of 2019. Can you believe the end of the year is almost here? It is amazing how things are constantly changing around us...but what about **on us?**

On a daily basis, we all look at skin. Just like the leaves change on trees, we will all have changes on our skin. In dermatology, we see skin cancers, abnormal moles and concerning spots on a daily basis. In fact, the incidence of skin cancers are increasing. Skin cancer is the most common cancer in the United States, and 1 in 5 Americans will develop skin cancer in their lifetime.

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**"IT IS AMAZING
HOW THINGS ARE
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ABOUT ON US?"**

DR. RUDLOFF



treat
yourself

WINTER IS THE BEST TIME OF YEAR FOR LASER TREATMENTS

WHY? Laser treatments require you to stay out of the sun prior to your appointment and after treatment so now is the perfect time to laser away all of your summer sun damage and unwanted hair!

SUNFLOWER OFFERS:

- Fraxel
- IPL Photofacials
- Laser Hair Removal

Fraxel Improves:

- Unwanted wrinkles
- Acne scars
- Sun spots
- Discoloration/Melasma
- Pore size

IPL Photofacials Improve:

- Brown spots
- Freckles
- Red spots/broken capillaries
- Rosacea

Laser Hair Removal:

- Removes unwanted hair
- Is best suited for individuals with dark hair
- Requires at least six treatments
- We offer laser hair removal on all parts of the body

CALL TODAY FOR MORE INFO!

Continued From Front Cover...

CONSTANT CHANGE

We highly recommend getting a full skin evaluation annually to make sure there are no areas of concern and the fall and winter months are the perfect time to take care of yourself. Now is an ideal time for a full skin exam because tans have faded and it allows us to best evaluate your skin.

Not only is it a great time to evaluate the skin, but it is also a great time to take advantage of your health benefits! Most health benefits renew at the end of the year and many deductibles have probably been met so now is the perfect time to be proactive about your health.

We are grateful for all of our patients and want to continue caring for each and every one of you and fulfill our mission, better skin for a better life®.

Yours truly,
Nicholas Rudloff, DO



SUNFLOWER

DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®

HAVE A QUESTION FOR OUR DERMATOLOGISTS?
EMAIL US AT patient@sunflowerdermatology.com
WITH SUBJECT LINE "Stump the Doctor"



stump the doctor

Q. What to expect at my annual skin exam?

A. Although a full skin exam may sound daunting for some, it is actually very simple. Typically we will have patients change into our stylish gowns to allow for a thorough exam. I like to ask my patients if they have any specific areas of concern. Don't be shy! If there is something that is bothersome, please do not hesitate to bring it to the physician's attention.

The exam entails looking from head-to-toe to make sure there are no concerning moles or abnormal growths. I will oftentimes use a dermatoscope—a magnifier with a light source, which is a tool used in dermatology

to help identify different skin structures and can aid in identifying abnormal spots.

Q. I was told that one of my moles was irregular, what next?

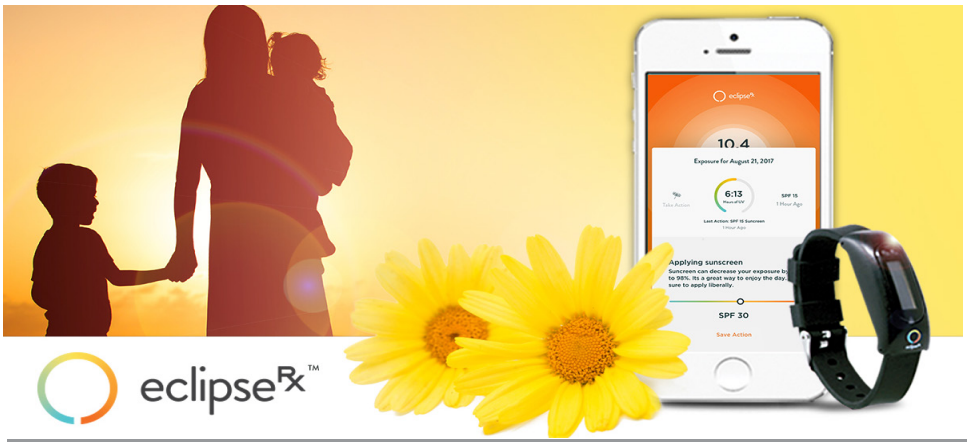
A. In the event that an abnormal mole may be found during your full skin exam, don't panic! There are several ways to manage an abnormal mole. The most common method and standard of care would be to take a small sample of the abnormal mole and have it evaluated under the microscope. This is often the best way to get a definitive answer and guide the most appropriate treatment options.

**USE IT
OR
LOSE IT!**

**Do your benefits renew at the end of the year?
Have you met your deductible?**

If so, now is a great time to get into the doctor and save on your dermatology needs. Call us today, we would love to see you for all of your skin concerns! 816-399-4465





the inspiration

Eclipse Rx® was inspired and developed by Dr. Brian Matthys, DO, Board-Certified Dermatologist, Founder and Chief Medical Officer of Sunflower Dermatology and Medical Day Spa.

As a young boy growing up in Nebraska, Dr. Matthys experienced a near drowning experience one winter when he slipped through the ice on a frozen pond. This scare spurred him to become a skilled swimmer, lifeguard and water safety expert later in his teens.

As a lifeguard Brian spent much of his time in the sun. He became very familiar with the risks of sunburn caused by over exposure to the sun's UVA and UVB rays. As a result, Brian developed his own creative ways to "avoid the burn". Fast forward to today and you will find Dr. Matthys on a mission to help people protect their skin. With 20-plus years in practice, Dr. Matthys has seen way too many cases of skin cancer.

In 2013, with the increasing availability of innovative technology and micro UV sensing devices, Dr. Matthys began exploring ways to develop a wearable technology to help individuals be more aware of the amount of sun they are exposed to throughout the day. The result, Eclipse Rx, the first wearable sun monitoring device that is ironically powered by the sun! The Eclipse Rx device is water resistant with a sleek high tech unisex design and pairs/syncs with its own innovative mobile app.

Visit **EclipseRx.com** to learn more!

“Being gently reminded of over exposure to the sun can encourage change in behavior and positive change leads to improved health and happiness.”

– Founder Dr. Brian Matthys, DO



INGREDIENTS:

POTATO FILLING

- 4 lbs sweet potatoes, yield 5 cups mashed
- 1/2 cup (110g) packed light brown sugar
- 1/2 cup (113g) unsalted butter, melted
- 1/2 cup milk (not skim)
- 2 large eggs
- 1 tsp vanilla extract
- 1/2 tsp salt
- 1/4 tsp ground black pepper

TOPPINGS

- 1/2 cup (70g) all-purpose flour
- 1/2 cup (110g) packed light brown sugar
- 1/2 tsp ground cinnamon
- 1 cup chopped pecans
- 1/4 cup (57g) unsalted butter, melted

DIRECTIONS

STEP 1: POTATO FILLING

1. Preheat oven to 400 degrees. Line a rimmed baking sheet with foil.
2. Pierce each of the sweet potatoes twice on both sides. Place on baking sheet and bake until cooked through and soft, about 60-75 minutes. Reduce oven temperature to 350 degrees.
3. Peel potatoes (the peel should pull right off) and transfer to a large mixing bowl.
4. Mash potatoes with a potato masher (or press through a potato ricer) until well mashed. Let cool about 5-10 minutes.
5. Add in brown sugar, melted butter, milk, eggs, vanilla, salt and pepper.
6. Using an electric hand mixer blend mixture to combined well.
7. Pour into a greased casserole dish and spread into an even layer. Set aside.

STEP 2: TOPPINGS

1. In a separate medium mixing bowl, stir together flour, brown sugar, cinnamon and pecans with a fork.
2. Pour melted butter into mixture and stir until mixture is evenly moistened.
3. Sprinkle mixture evenly over sweet potato mixture in baking dish.
4. Bake in preheated oven until heated through, about 40 minutes.
5. Serve warm.



WELCOME TO THE TEAM...

PAUL DWYER, PA-C

What is your role at Sunflower Dermatology?

Physician Assistant

What is your favorite part about your job?

Engaging & building relationships with patients while helping to meet their skin care needs.

What is your favorite skincare product?

EltaMD UV Replenish because I tend to be more dry and Replenish is a great moisturizer with a physical SPF all in one product!

What do you enjoy doing in your free time?

In my free time, I love spending time with my family and friends.

What is your favorite Thanksgiving dish?

Candied sweet potatoes, yum!



**CALL TODAY TO MAKE
AN APPOINTMENT WITH
OUR NEW CERTIFIED
PHYSICIAN ASSISTANT,
PAUL DWYER!**

GET A CUSTOM GIFT THIS HOLIDAY SEASON WITH CUSTOM D.O.S.E

SkinCeuticals® Custom D.O.S.E is a personalized corrective serum. It improves fine lines, wrinkles, uneven skin texture, and diminishes the look of skin discoloration. After a guided skin assessment, your personalized formula is measured, combined, and dispensed in only 10 minutes.

Be prepare to answer the following questions:

1. What is your primary pigmentation concern?
2. Do you have wrinkles or texture concerns?
3. To what degree do you have these concerns?
4. Are you currently using retinol?
5. Have you ever used retinol?
6. Have you experienced any skin issues?
7. Is your skin normal, dry, or combination/oily?





REFER & WIN

**REFER YOUR
FRIENDS & FAMILY
TO US FROM
10/1/19 – 12/31/19
AND BE ENTERED
TO WIN 28 UNITS
OF THE NEW...**

JEUVEAU® NEWTOX!

Here's how it works:

- Receive 1 contest entry for every referral.
- Make sure your friend mentions you or you will not get credit.
- When they mention you, **THEY WILL** receive 10% off a product!

**Drawing to be held
on January 3, 2020!**

**THANK YOU FOR ALL THE
GLOWING REVIEWS!
WE LOVE TO READ THEM.**

“The staff were very polite and welcoming! It was my first visit, and I will be returning! The atmosphere was relaxed, the music was piano and soft over the speaker, and I didn't wait long to be seen. This place is very clean, and informative on their skin products!” – **HILLARY**

“Dr. Matthys and his staff are great. He was very thorough and took time to address my concerns. I would highly recommend Dr. Matthys and Sunflower Dermatology.” – **BRIAN**

“Everyone is very kind and helpful.”
– **KANNA**

HAVE A GREAT EXPERIENCE?

Write us a review on Google.
It is the highest compliment
to our team.





SUNFLOWER

DERMATOLOGY & MEDICAL DAY SPA

better skin for a better life®

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Permit #1996

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SUNFLOWERDERMATOLOGY.COM // 816.399.4465



BUNDLE & SAVE

Bundle your face Fraxel® and aftercare in November & December and **SAVE!***

~~WAS \$1,918~~ **NOW \$1,845**

*Offer valid 11/1/2019-12/31/2019. Offer includes one Face Fraxel, one Vanicream Facial Cleanser, one Avène Thermal Spring Water, one Avène Cicalfate Restorative Cream, one pack of six BioCellulose Restorative Masques, one Glytone Lipid Recovery, one SkinCeuticals Antioxidant (Phloretin Gel, Phloretin Serum, or CE Ferulic), and one SkinCeuticals Fusion SPF 50. A \$1,918 value. Rules and restrictions apply. Offer is subject to change.