



WELCOME 2020!
Happy New Year,
Happy New You!

skin deep

WITH SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA



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Note from Paige Landry, PA-C

RENEW YOUR SKIN THIS NEW YEAR

When 2020 arrives, moisturize!

For some of us, one of winter's biggest challenges can be dry skin, also known as **xerosis**. Decreased oil production from sebaceous glands in our skin can cause dry skin (xerosis) which manifests as tight, rough, itchy, flaky or red skin. Treating xerosis helps our skin retain moisture and elasticity and keeps us healthier.

There are many factors that cause or contribute to xerosis, but not all of them are avoidable. Medical conditions including but not limited to diabetes, hypothyroidism, atopic dermatitis and malnutrition can all contribute to dry skin. Additionally, certain medications, aging, hard or chlorinated water and decreased oil production may contribute to dry skin. Several avoidable xerosis triggers include dehydration, excessive sun exposure, over bathing with hot water, and harsh skin products. *(Continue on next page...)*





RENEW YOUR SKIN...

(Continued From Front Cover)

I am passionate about addressing dry skin with patients because developing a basic skin care regimen can offer great relief. Some easy but effective treatments include hydrating daily, moderating sun exposure, moisturizing skin daily and avoiding products that contain fragrance, dyes and chemicals. Please be sure to address any dry skin concerns at your next visit.

Sincerely,

Paige Landry & Your Sunflower
Skincare Experts



REFER & WIN

**KINDLY REFER
YOUR FRIENDS
& FAMILY TO
SUNFLOWER
DERMATOLOGY
FROM 01/01/20
TO 03/31/20
AND
BE ENTERED
TO WIN APPLE®
AIRPODS PRO!**

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 April 3, 2020!**

HAVE A QUESTION FOR OUR DERMATOLOGISTS?

EMAIL US AT patient@sunflowerdermatology.com
WITH SUBJECT LINE "Stump the Doctor"



stump the doctor

ANSWERS BY SUNFLOWER'S PAIGE LANDRY, PA-C

Q. What is the best over-the-counter product for dry skin?

A. My favorite treatment for dry skin is a product called Vanicream. It is a thick, unscented moisturizer that can be applied all over the body. Because it is free of fragrances, dyes and other irritants, it can be used by children, adults and those with sensitive skin. I use Vanicream on my hands every day after hand washing or using hand sanitizers.

Q. I have one area of skin that is dry and flaky, what could it be?

A. An isolated spot of dry skin may be just that, xerosis! However, it could also be a patch of nummular eczema, a coin-shaped area of persistently dry skin, or a superficial fungal infection called tinea. Other more concerning dry, flaky lesions include precancerous lesions known as actinic keratoses or skin cancers called basal cell carcinomas or squamous cell carcinomas. Because of the risk of malignancy, it is important that any dry and flaky lesion lasting longer than two weeks is evaluated by a dermatology professional.



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SAVE THE DATE FOR “GALENTINE’S”

SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA'S
2020 LADIES' NIGHT OUT

Thursday, February 6, 2020 // 5:30pm – 7:30pm
1805 NW Platte Road, Riverside, MO 64150

Bring your GALS & GUYS to fall in love with your skin
in an evening full of music, food and fun.



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You're invited to

SUNFLOWER DERMATOLOGY & MEDICAL DAY SPA'S

“Galentine’s” Ladies’ Night Out

Thursday, February 6, 2020
from 5:30pm-7:30pm



Why attend?

15% OFF ALL
PRODUCTS &
MEMBERSHIPS

PRODUCT AND
INJECTION RAFFLES

TREATMENT SPECIALS
AND SKINCARE
ADVICE

REGISTER TO WIN
A TRIP TO CABO

To **RSVP**, call 816.399.4465 or email
rsvp@sunflowerdermatology.com **by 1/31/2020**

SunflowerLNO.com for more information | @SunflowerDerm on Facebook, Twitter & Instagram



EASY PEANUT BUTTER ENERGY BALLS

INGREDIENTS:

- 1 cup oats
- 2/3 cup peanut butter
- 2 Tbsp honey
- 1/2 cup chocolate chips
- 1/3 cup of flax seeds
(optional)



DIRECTIONS:

STEP 1: Mix oats, peanut butter, honey and chocolate chips in a bowl.

STEP 2: Refrigerate combined ingredients in bowl for at least 20 minutes or until the peanut butter is firm enough to mold into balls.

STEP 3: Using a spoon, form small energy balls out of the mixture and enjoy!

STEP 4: Keep leftovers refrigerated. 1/3 cup of flax seeds can be added for a healthier kick.

RECIPE COURTESY OF: www.happymomhacks.com



STAFF SPOTLIGHT

KINLEY PRATHER

What is your role at Sunflower Dermatology?

I work in the front office.

What is your favorite part about your job?

I love making connections with our patients.

What is your favorite skincare product?

The Avene® TriAcneal Day Mattifying Lotion is my favorite because my skin tends to be very oily and the mattifying qualities help my makeup look fresh all day long!

What do you enjoy doing in your free time?

I enjoy doing makeup in my free time and spending time with my friends and family.

What is your New Year resolution for 2020?

My New Year resolution is to try new things!



CUSTOMIZE THIS YEAR WITH A 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.

Receive a complimentary SkinCeuticals Emollient Moisturizer or Daily Moisturizer with the purchase of a Custom D.O.S.E.*

*Offer valid 1/1/2020–2/28/2020. While supplies lasts. One per patient. Cannot be combined with other offers and giveaways. Rules and restrictions apply. Offer is subject to change.



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

HAVE A GREAT EXPERIENCE? Write us a review on Google.
It is the highest compliment to our team. Thank you!

“I have been very pleased with the all of the services I’ve received. In addition, I always learn something new from the doctors. I have been treated with such kindness and they really take the time to listen and advise. Regardless of your budget, they make you feel valued and assist you with making the best choices. I would highly recommend Sunflower Dermatology and have referred many friends and associates.”

- TERRI

“They have great sunflower cookies and a modern layout. Seems nice.”

- LOGAN

“Dr. Menser made me feel so comfortable and really took her time to explain what she was doing and why.

She educated me on how best to protect my skin going forward without making me feel judged.” - EMILY

“Such a great experience with Sunflower Dermatology! I have been struggling with skin issues for a while, and found answers immediately when I went to Sunflower! The wait at the beginning of my appointment was quite long, but I felt very welcome at the office. It’s also really great how a lot of the products they recommend can be purchased in-office, so there’s no need to wait for the product to arrive.”

- AMY





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win an all inclusive vacation to
**Cabo San
Lucas***

RECENTLY LISTED AS ONE OF THE 50 MOST BEAUTIFUL PLACES ON EARTH!

**COURTESY OF SUNFLOWER DERMATOLOGY!
REGISTRATION IS EASY! ENTER FOR YOUR CHANCE TODAY.**

Receive one entry per qualifying activity in January & February:

- ✓ Come in for an appointment
- ✓ Refer a friend
- ✓ Become a member
- ✓ Spend \$100 on product/gift cards
- ✓ Attend Ladies' Night Out 2/6/2020 at our Riverside location at 5:30pm
- ✓ No purchase necessary. Stop in and enter the drawing at one of our two locations.

**SCHEDULE TODAY! 816.399.4465
WINNER TO BE ANNOUNCED ON MARCH 4!**

*Visit SunflowerDermatology.com/CaboTrip for official rules.