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**Bare Dermatology Is First in Rockwall to Treat Common Skin Cancer
With Nonsurgical GentleCure Model**

BURR RIDGE, Ill., June 29, 2023 -- [SkinCure Oncology](#), the world leader in providing a comprehensive model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT), the most advanced nonsurgical treatment for common skin cancer, today announced the first availability of the GentleCure™ experience in Rockwall, Texas through [Bare Dermatology](#).

Image-Guided SRT is the only treatment for nonmelanoma skin cancer (basal and squamous cell carcinoma) that uses ultrasound imaging to help clinicians direct low-level x-rays to targeted areas of the skin, killing cancer cells. [A study](#) published in the journal *Oncology and Therapy* showed that Image-Guided SRT produces a 99.3 percent cure rate for early stage nonmelanoma, making it as effective as traditional surgical treatment. The treatment is covered by Medicare and most insurance plans.

Dr. Aaron Farberg of Bare Dermatology noted, “Almost 250,000 Texans are expected to be diagnosed with nonmelanoma skin cancer this year alone, and that includes thousands of people who live right here in Rockwall County. We know that sun exposure is the main cause of this type of cancer, but there are other factors as well. For those who have been diagnosed with nonmelanoma skin cancer, we now offer a nonsurgical treatment option with our Image-Guided Superficial Radiation Therapy through our GentleCure experience.”

“We at SkinCure Oncology are delighted to partner with Bare Dermatology to offer this highly effective, noninvasive treatment option for their patients,” said Kerwin Brandt, Chief Executive Officer of the Chicago-based company. “Patients everywhere should have the choice of curing their nonmelanoma skin cancer without surgery.”

About SkinCure Oncology

SkinCure Oncology is the world leader in providing a comprehensive model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT), the most advanced nonsurgical treatment for common skin cancer. The company partners with quality-focused dermatologists, Mohs surgeons and other physicians to bring cancer center-level radiation therapy treatment to private practices. Presented to patients as the GentleCure™ experience, Image-Guided SRT is available from some 500 physicians nationwide, with more than 50,000 patients having been treated over the last six years. Learn more about the company at [SkinCureOncology.com](#), and visit [GentleCure.com](#) for helpful consumer and patient information.

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