

## FOR IMMEDIATE RELEASE

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## Bozeman's SkinCare MT is First in Gallatin County to Offer GentleCure, Nonsurgical Treatment for Common Skin Cancer

BURR RIDGE, Ill., January 25, 2024 -- [SkinCure Oncology](#), the world leader in providing a comprehensive model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT) for the treatment of nonmelanoma skin cancer, presented to dermatology patients as the GentleCure™ experience, today announced its availability in Gallatin County. Bozeman's [SkinCare MT](#) is the first medical practice in the county to offer GentleCure.

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 just as effective as traditional surgical treatment.

Dr. Aaron Bruce of SkinCare MT noted, "Nearly 1,000 individuals in Gallatin County are expected to be diagnosed with nonmelanoma skin cancer this year alone. 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 which we call the GentleCure experience, and we are proud to be the first practice in the county to offer it."

Joining Dr. Bruce at the event was Bozeman Deputy Mayor Joey Morrison, who said, "Here in Bozeman, residents take full advantage of our options for skiing, snowboarding, hiking, fishing, and other outdoor activities and adventures. But no matter the season, whether it's hiking Peets Hill on a summer afternoon or cross-country skiing at Hyalite Canyon on a cold wintry day, the sun's rays can be dangerous, and we should all take the necessary steps to mitigate the risks of skin cancer. I'm encouraged that those who are diagnosed with nonmelanoma skin cancer now have an additional treatment option to discuss with their dermatologist, and I want to thank Dr. Bruce and his team for bringing GentleCure to our city."

Both of Montana's U.S. senators sent video salutes. Senator Steve Daines said, "This is such a momentous event, and a big thank you to Dr. Aaron Bruce for leading the charge as the first practitioner in my hometown of Bozeman to offer a first-of-its-kind treatment of nonmelanoma skin cancer. As your voice in Washington, I'll continue to advocate for our healthcare workers and patients alike to ensure accessible quality care, and coverage, for life-changing treatments like this one. This is a huge win for Montana's medical community and the future patients who will benefit. This breakthrough technology is sure to save lives. It's a big deal, so congratulations."

Senator Jon Tester, addressing event host Dr. Bruce and other physicians present, said, in part, that his family “couldn’t have gotten through [his wife’s bout with breast cancer a few years back] without the support and expertise of medical professionals like you. Skin cancer affects a whole lot of families, and I know that first-hand. A good friend of mine passed away about 10 years ago from skin cancer, and it took him fast. Prevention and early intervention are our most useful tools as we fight this disease. As your senator, I’ll keep working to ensure that you have the tools and the resources you need so that folks across this nation have equal access to lifesaving screenings, treatments and clinical trials. Together, we’ll make sure that all Montanans have the chance to live a happy and healthy life.”

“We at SkinCure Oncology are delighted to partner with SkinCare MT 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 75,000 patients having been treated. Learn more about the company at [SkinCureOncology.com](http://SkinCureOncology.com), and visit [GentleCure.com](http://GentleCure.com) for helpful consumer and patient information.

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