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Fortuna's North Pacific Dermatology Is First in Humboldt County to Offer Nonsurgical Treatment for Common Skin Cancer

BURR RIDGE, Ill., August 26, 2025 -- [SkinCure Oncology](#), the industry leader in providing a comprehensive cancer center model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT or IGSRT) for the treatment of nonmelanoma skin cancer (NMSC), presented to dermatology patients and professionals as the GentleCure Experience™, today announced its availability in Humboldt County, California. Fortuna's [North Pacific Dermatology](#) 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. For patients treated with Image-Guided SRT, the cure rate (freedom from recurrence at six years) has been shown to be greater than 99 percent, with [researchers reporting](#) that for appropriately selected early-stage nonmelanoma skin cancer, Image-Guided SRT is a clinically equivalent alternative to Mohs surgery and statistically significant in superiority to non-Image-Guided SRT.

Dr. Justin Arnold of North Pacific Dermatology noted, "More than 1,700 individuals in Humboldt 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 is part of what we call the GentleCure Experience, and we are proud to be the first practice in the county to offer it."

Joining Dr. Arnold at the announcement was Fortuna Mayor Mike Johnon, State Senator Mike Johnson, Jennifer Amos, executive director of the Marshall County Legislative Office, and Bruce Krasniski, a patient who was among the first in Humboldt County to be treated with GentleCure.

Kerwin Brandt, chief executive officer of Chicago-based SkinCure Oncology, said, "We are delighted to partner with North Pacific Dermatology to offer this highly effective, noninvasive treatment option for their patients. It is critical that patients everywhere have the choice of treating their nonmelanoma skin cancer without surgery."

About SkinCure Oncology

SkinCure Oncology is the industry leader in providing a comprehensive model for the delivery of Image-Guided Superficial Radiation Therapy (Image-Guided SRT or IGSRT), 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 100,000 patients having been treated. Learn more

about the company at [SkinCureOncology.com](https://www.SkinCureOncology.com), and visit [GentleCure.com](https://www.GentleCure.com) for helpful consumer and patient information.

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