

## FOR IMMEDIATE RELEASE

### Media Contact:

Matt Russell  
Russell Public Communications  
520-232-9840  
[mrussell@russellpublic.com](mailto:mrussell@russellpublic.com)

## **Guntersville's Dermatology of North Alabama Is First in Marshall County to Offer Nonsurgical Treatment for Common Skin Cancer** ***Mayor Leigh Dollar proclaims week of September 29*** ***Nonmelanoma Skin Cancer Awareness Week***

BURR RIDGE, Ill., September 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 Marshall County, Alabama. Guntersville's [Dermatology of North Alabama](#) 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. Joshua Wharton of Dermatology of North Alabama noted, "Nearly 1,300 individuals in Marshall 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. Wharton at the announcement was Guntersville Mayor Leigh Dollar who proclaimed the week of September 29 *Nonmelanoma Skin Cancer Awareness Week*. Highlighting image-guided SRT and other treatments, the proclamation stated, in part, "Individuals with nonmelanoma skin cancer should be informed by their physicians and healthcare providers about all available treatment options...I encourage our citizens to educate themselves on risk factors, preventive strategies, and available treatment options...with sincere congratulations to Dermatology of North Alabama for bringing this nonsurgical technology to Guntersville."

State Senator Wes Kitchens, and James Word, a patient who was among the first in Marshall County to be treated with GentleCure, offered remarks as well.

Kerwin Brandt, chief executive officer of Chicago-based SkinCure Oncology, said, "We are delighted to partner with Dermatology of North Alabama 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 well 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.

# # #