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Lake Forest's Saddleback Dermatology Laser + Cosmetic Center Is First in Orange County to Offer Nonsurgical Treatment for Common Skin Cancer

BURR RIDGE, Ill., March 20, 2024 -- [SkinCure Oncology](#), the world 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, today announced its availability in Orange County. [Saddleback Dermatology Laser + Cosmetic Center](#) in Lake Forest is the first medical practice in the county to offer this GentleCure™ treatment experience.

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. Azin Meshkinpour of Saddleback Dermatology Laser + Cosmetic Center noted, "More than 400,000 Californians, and 36,000 individuals here in Orange 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."

The new noninvasive treatment is an option offered by all Saddleback Dermatology doctors, including Ira Bell, MD; Karen Benik, MD; and Kim Tang, MD, along with Azin Meshkinpour, MD.

Kerwin Brandt, Chief Executive Officer of Chicago-based SkinCure Oncology, said, "We are delighted to partner with Saddleback Dermatology Laser + Cosmetic Center to offer this highly effective, noninvasive treatment option for their patients. Everyone should have the opportunity to cure 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 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 75,000 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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