

## FOR IMMEDIATE RELEASE

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## Cosmetic Dermatology and Vein Centers of Michigan Is First in Wayne County to Offer Nonsurgical Treatment for Common Skin Cancer

BURR RIDGE, Ill., August 14, 2024 -- [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 its availability in Wayne County. [Cosmetic Dermatology and Vein Centers of Michigan](#) in Riverview is the first medical practice in the county to offer this GentleCure™ 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 with none of the side effects common to traditional Mohs surgery. 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 surgical treatment. Other research, published in the journal [Clinical and Translational Radiation Oncology](#), reported that recurrence rates with Image-Guided SRT are superior to those associated with Mohs surgery.

Scott Friedman, D.O., of Cosmetic Dermatology and Vein Centers of Michigan, noted that “Over 19,000 individuals in Wayne County are expected to be diagnosed with nonmelanoma skin cancer this year, and it is absolutely essential for them to have information on all available treatment options, both surgical and nonsurgical, so they can make informed decisions about their care. Image-Guided SRT, the most exciting technological innovation in dermatology today, is the new standard of care for early stage nonmelanoma skin cancer. I am proud to offer the GentleCure experience and be the first in the county to offer it.”

“We at SkinCure Oncology are delighted to partner with Cosmetic Dermatology and Vein Centers of Michigan 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](https://www.SkinCureOncology.com), and visit [GentleCure.com](https://www.GentleCure.com) for helpful consumer and patient information.

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