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Desert Bloom Dermatology is First in Eddy County to Offer Nonsurgical GentleCure® Treatment for Common Skin Cancer

BURR RIDGE, Ill., June 5, 2026 -- [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, presented to dermatology patients and professionals as The GentleCure ExperienceSM, today announced its first availability in Eddy County, New Mexico, at [Desert Bloom Dermatology](#) in Carlsbad.

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 is similar to Mohs surgery but with no cutting or need for subsequent reconstruction.

More than 550 individuals in Eddy County and 22,000 statewide are expected to be diagnosed with nonmelanoma skin cancer this year alone. 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, Desert Bloom Dermatology now offers a nonsurgical treatment option, making it the first practice in the region to offer it.

More people are diagnosed with skin cancer each year in the U.S. than all other cancers combined, and at least [1 in 5](#) Americans will develop skin cancer by the age of 70. Further, the incidence of this cancer is rising faster than that of any other type. Everyone should see a dermatologist for an annual skin checkup and discuss all treatment options to assure long-term health.

Kerwin Brandt, chief executive officer of Chicago-based SkinCure Oncology, said, "We are delighted to partner with Desert Bloom [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 ExperienceSM, Image-Guided SRT is available from some 500 physicians nationwide, with well more than 140,000 patients having been treated. Learn more about the company at [SkinCureOncology.com](#), and visit [GentleCure.com](#) for helpful consumer and patient information.

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