

Educating Patients on a First-Line, Nonsurgical Treatment for Nonmelanoma Skin Cancer (NMSC)

In the face of a skin cancer diagnosis, your patient deserves to be educated on all the most effective, advanced treatment options available. Although Mohs surgery has long been a first-line treatment for NMSC, advances in imaging technology have given rise to a safe and highly effective nonsurgical treatment that meets many patients' clinical needs and personal goals. According to a landmark clinical study, Image-Guided Superficial Radiotherapy (SRT) can and should be considered the first-line **non-invasive treatment** for patients with NMSC.¹

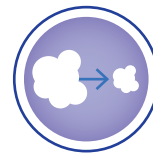
As the **FIRST and ONLY** skin cancer treatment with high-frequency ultrasound imaging, Image-Guided SRT delivers:



A 99%+ cure rate in basal and squamous cell carcinomas¹



Precise targeting of cancer cells and less collateral damage to healthy tissue



Visual reassurance of tumor shrinkage over course of treatment



Predictable, consistent results and superior cosmesis

Image-Guided SRT is an ideal treatment for patients that:

- ✓ Fear surgery and would prefer a non-invasive treatment (no cutting, bleeding, or pain)
- ✓ Are not surgical candidates due to advancing age, concomitant drug therapy (blood thinners), preexisting medical conditions (diabetes, stasis dermatitis, chronic edema), and circulatory compromise
- ✓ Seek favorable cosmesis and want to avoid potential for scarring and disfigurement, lengthy recovery times, and expensive reconstructive surgery that accompanies 1 in 3 patients after Mohs Surgery

In a survey of 624 patients treated with Image-Guided SRT²:

100%
expressed satisfaction
with their results

100%
said they would recommend
Image-Guided SRT to others

Empower, educate, and connect your patients with the nonsurgical treatment that's right for them.

Visit [GentleCure.com](https://www.gentlecure.com) or call (636) DON'T CUT

References: 1. Yu L, Oh C, Shea CR. The treatment of non-melanoma skin cancer with image-guided superficial radiation therapy: an analysis of 2917 invasive and in situ keratinocytic carcinomas lesions. *Oncol Ther*. Published online February 5, 2021.