

Refresh - Aesthetics & Wellness Announces the One Refresh Standard Across Nine Florida Offices

Statewide framework unifies medical oversight, patient evaluation, provider training, product sourcing and follow-up across Refresh clinics.

FORT LAUDERDALE, FL, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [Refresh - Aesthetics & Wellness](#) today announced the One Refresh Standard, a company-wide clinical and patient-care framework created to preserve consistent medical oversight, ethical treatment planning and elevated patient service across its nine Florida offices.



Chief Medical Officer, Dr.Senger Injecting Dermal Filler

Founded as a physician-led, family-owned organization, Refresh has expanded throughout Florida while maintaining a central principle: growth should strengthen accountability, not dilute it. The One Refresh Standard formalizes the clinical, operational and patient-experience expectations that guide care throughout the organization.

“

Consistent care requires more than shared branding. It requires disciplined evaluation, provider competency, medical oversight and reliable follow-up at every location.”

*Christopher Senger, M.D.,
Chief Medical Officer, Refresh*

Every Refresh visit begins with an appropriate medical assessment. Providers review the patient’s health history, treatment goals, prior procedures, contraindications and clinical suitability before recommending a service. Treatment plans are individualized, and a requested procedure may be modified, postponed or declined when it is not considered medically appropriate.

“Refresh was built as a family-owned company, and that affects how we approach every decision,” said Jay Feinberg,

founder and CEO of Refresh - Aesthetics & Wellness. “We are not building disconnected offices

that happen to share a name. We are building one organization with shared values, shared accountability and a responsibility to treat every patient as someone who has placed genuine trust in our family and our medical team.”

The One Refresh Standard establishes a unified foundation across medical aesthetics, skin health, laser services and physician-led wellness programs. It is designed to give patients a clear understanding of what they should expect at every Refresh office, while preserving the independent medical judgment of each licensed provider.

The framework is centered on seven operating principles.

1. Medical Assessment Before Treatment

Refresh requires an evaluation appropriate to the requested service before treatment is performed. Providers assess medical history, anatomy, treatment goals, contraindications, previous results and realistic expectations. Recommendations are based on clinical appropriateness rather than the procedure a patient initially requests.

2. Physician-Led Clinical Oversight

Medical services are delivered by appropriately licensed healthcare professionals working within their scope of practice and under applicable physician-led protocols. Refresh maintains defined clinical leadership, supervisory structures and escalation pathways throughout its Florida network.

“Medical aesthetics and wellness services require the same clinical discipline expected in any



Dr.Senger performing a Phlebotomy for an Anti Aging Program



Dr. Senger with Refresh - Aesthetics & Wellness Team Members

other area of healthcare,” said Christopher Senger, M.D., chief medical officer of Refresh - Aesthetics & Wellness. “The quality of care depends on far more than the device, medication or product being used. It depends on patient selection, provider competency, medical judgment, documentation, informed consent and appropriate follow-up.”

3. Individualized and Ethical Treatment Planning

Refresh providers are expected to recommend treatments based on the patient’s anatomy, health history, goals and medical suitability. Patients receive information regarding the proposed treatment, anticipated course, meaningful limitations, alternatives when appropriate and the expected follow-up process.

The organization does not support treatment plans built around unnecessary services, unrealistic promises or pressure-based decision-making. Clinical appropriateness takes priority over sales volume.

4. Product and Technology Accountability

Refresh maintains procurement, storage, maintenance and documentation protocols for medications, injectable products, medical devices and treatment supplies. Products used in patient care are expected to come through appropriate United States distribution channels and be handled according to applicable manufacturer and clinical requirements.

Patients are encouraged to ask questions about the product, medication or technology being used during their treatment. Refresh providers are expected to provide clear, understandable answers.

5. Provider Education and Competency

The One Refresh Standard strengthens company-wide expectations for provider onboarding, protocol education, continuing training and clinical competency.

New services are not introduced simply because they are popular or commercially attractive. Before a treatment is implemented, Refresh evaluates provider training, medical oversight, patient-safety considerations, operational readiness and the organization’s ability to provide appropriate follow-up.

“Expansion only has value when the standard of care expands with it,” Feinberg said. “Our responsibility is to build stronger systems as we grow, invest in our providers and create an environment where the right medical decision is always supported—even when that decision is not to treat.”

6. Informed Consent, Documentation and Communication

Patients receive informed-consent information appropriate to the treatment being considered. Refresh maintains expectations for clinical documentation, patient privacy, pre-treatment preparation, post-treatment instructions and communication between providers, medical leadership and administrative teams.

The goal is to reduce uncertainty and ensure patients understand what is being recommended, why it is being recommended and what they should expect before and after treatment.

7. Accessible Follow-Up and Clinical Escalation

Patient care does not end when an appointment is completed. The One Refresh Standard defines expectations for post-treatment guidance, access to the clinical team, documentation of patient concerns and escalation when additional medical evaluation is appropriate.

“A responsible clinical organization must be prepared not only to perform treatment, but also to remain available afterward,” Dr. Senger said. “Follow-up, reassessment and timely escalation are essential components of patient safety and clinical trust.”

Refresh operates nine Florida offices in Fort Lauderdale, Jupiter, Wellington, Port St. Lucie, Vero Beach, St. Petersburg, Brandon, Palm Harbor and Tampa. Its regional presence serves communities throughout South Florida, Palm Beach County, the Treasure Coast and the Tampa Bay area.

Services vary by location and may include cosmetic injectables, dermal fillers, laser hair removal, laser resurfacing, skin rejuvenation, body treatments, IV therapy, hormone care, diagnostic testing and medically guided wellness programs. Every service remains subject to provider evaluation, clinical appropriateness and location-specific availability.

As part of the One Refresh Standard, the organization will continue strengthening provider education, internal quality reviews, patient communication, product sourcing protocols and service-launch requirements. Refresh will also expand its patient-education resources to help consumers better understand provider credentials, medical oversight, product authenticity, realistic treatment expectations and responsible follow-up care.

“Being family-owned gives this company a different level of personal accountability,” Feinberg said. “Our name, our medical leadership and our reputation are attached to every office. The One Refresh Standard is our commitment that growth will never become more important than the trust patients place in us.”

About Refresh - Aesthetics & Wellness

Refresh - Aesthetics & Wellness is a physician-led, family-owned medical aesthetics and wellness

organization operating nine offices across Florida. Refresh provides individualized aesthetic, skin, laser and wellness services under [licensed medical professionals](#) and established clinical oversight. Treatment availability varies by location, and all patients are evaluated for medical appropriateness before receiving care.

Jay Feinberg

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