

Refresh - Aesthetics & Wellness Launches “Right Laser, Right Plan” Education Initiative in Florida

The physician-led, family-owned Florida medical spa is expanding patient education around skin type & long-term results.

TAMPA, FL, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- Refresh - Aesthetics & Wellness today announced the launch of “Right Laser, Right Plan,” a statewide patient education initiative designed to help Florida consumers better understand how laser hair removal should be evaluated, planned and maintained.

The initiative will be introduced across Refresh’s nine Florida offices and will focus on the clinical factors that influence treatment safety, comfort and long-term hair reduction. Those factors include skin tone, hair color and density, treatment area, medical history, sun exposure, device selection, treatment settings and adherence to pre- and post-treatment instructions.

As a physician-led, family-owned aesthetics and wellness organization, Refresh created the initiative to address a recurring problem in the marketplace: laser hair removal is often marketed as a simple package or universal solution even though responsible treatment planning is individualized.



Logo of Refresh - Aesthetics & Wellness



Founder Donna Shuman Performing Laser Hair Removal



Responsible laser hair removal begins with patient selection, skin assessment, appropriate settings and consistent follow-up—not a one-size-fits-all treatment plan.”

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

“Families place real trust in us when they choose Refresh, and that trust cannot be reduced to a price, a package or a promise,” said Jay Feinberg, founder and CEO of Refresh - Aesthetics & Wellness. “Patients deserve a clear explanation of what treatment can reasonably accomplish, why their plan may differ from someone else’s and how their clinical team will support them throughout the process.”

Right Laser, Right Plan is built around six patient-education standards.

1. Treatment Begins With an Individual Evaluation

Before beginning laser hair removal, Refresh providers evaluate the patient’s skin type, hair characteristics, treatment area, relevant medical history, recent sun exposure and treatment goals. The evaluation helps determine whether treatment is appropriate and how the plan should be structured.

Hair color and thickness, skin tone, hormonal influences, body area and prior treatment history can affect the treatment course. A responsible consultation should establish realistic expectations before a package is selected.

2. Technology Must Be Matched to the Patient

Laser hair removal is not a single setting applied to every person. Device capabilities, wavelength selection, spot size, cooling and energy settings must be considered in relation to the patient’s skin and hair profile.

Refresh uses modern laser technology and individualized settings across its Florida offices. Providers adjust treatment parameters according to the patient’s response and the area being treated rather than relying on a fixed approach.

“Responsible laser hair removal begins with patient selection, skin assessment, appropriate settings and consistent follow-up—not a one-size-fits-all treatment plan,” said Christopher Senger, M.D., chief medical officer of Refresh - Aesthetics & Wellness. “The objective is to reduce unwanted hair while protecting the surrounding skin and adjusting the plan as the patient progresses.”

3. A Series of Treatments Is Usually Required

Hair grows in cycles, and not every follicle is in the same stage at the same time. Laser hair

removal is therefore generally performed as a series rather than a single treatment.

The number and spacing of sessions vary by treatment area, growth pattern and individual response. Patients should be cautious of absolute promises regarding a specific number of treatments or guaranteed permanent removal. Long-term reduction is the appropriate objective, and some patients may require periodic maintenance.

4. Florida Sun Exposure Must Be Taken Seriously

Sun exposure and tanning can affect treatment timing and increase the importance of careful skin assessment. Right Laser, Right Plan emphasizes the need for patients to disclose recent sun exposure, tanning, self-tanning products and upcoming travel before treatment.

Patients receive preparation and aftercare instructions that may include avoiding tanning, protecting treated skin from direct sunlight and following the provider's guidance regarding when it is appropriate to resume treatment.

"In Florida, sun exposure is not a minor footnote," Feinberg said. "It is part of responsible treatment planning. We would rather adjust an appointment than ignore a factor that could affect a patient's skin or treatment experience."

5. Progress Should Be Evaluated, Not Assumed

Refresh providers assess how the patient's hair and skin respond throughout the treatment series. Settings, timing and recommendations may be adjusted when clinically appropriate.

Patients are encouraged to communicate changes in medications, health history, hormonal status, sun exposure or skin sensitivity. The goal is not to move every patient through an identical sequence. The goal is to maintain a plan that remains appropriate as treatment progresses.

6. Long-Term Value Includes Follow-Up and Maintenance Planning

The value of laser hair removal should not be measured only by the advertised package price. Patients should also consider provider qualifications, technology, evaluation quality, communication and access to follow-up.

Right Laser, Right Plan will provide clearer guidance on expected treatment intervals, visible progress, possible maintenance needs and questions to ask before choosing a laser hair removal provider.

Refresh offers laser hair removal at its nine Florida offices in Fort Lauderdale, Jupiter, Wellington, Port St. Lucie, Vero Beach, St. Petersburg, Brandon, Palm Harbor and Tampa. Services remain

subject to provider evaluation, patient suitability and location-specific availability.

The initiative will be incorporated into consultations, patient resources, staff education and pre- and post-treatment communication. Refresh will also publish additional consumer guidance addressing skin types, treatment preparation, common misconceptions, maintenance and provider selection.

“Our family built Refresh to create a different level of accountability in aesthetics and wellness,” Feinberg said. “Right Laser, Right Plan reflects that responsibility. We want patients to understand the treatment, participate in the process and feel supported from the first evaluation through long-term maintenance.”

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, laser, skin and wellness services through licensed professionals working within established clinical oversight. Services vary by location, and every treatment is subject to provider evaluation, patient suitability and informed consent.

To learn more about laser hair removal at Refresh, find one of Refresh’s nine Florida offices or request a consultation, visit [RefreshMedical.com](https://www.RefreshMedical.com).

Jay Feinberg

Refresh - Aesthetics & Wellness

+1 561-596-3359

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932087636>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.