

Refresh – Aesthetics & Wellness Provides Continuity of Care for Eligible Former Ideal Image Patients Across Florida

As Ideal Image locations close or transition ownership, physician-led Refresh is helping eligible patients continue care across nine Florida locations.

PALM HARBOR, FL, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- As Ideal Image locations close or transition ownership across the country, family-owned, physician-led Refresh – Aesthetics & Wellness is providing continuity of care for eligible patients across nine Florida locations while reviewing other affected patients on a case-by-case basis.

As Ideal Image locations across the United States close or transition to new ownership, patients who previously purchased laser hair removal and other aesthetic treatment packages are being left with an increasingly urgent question:

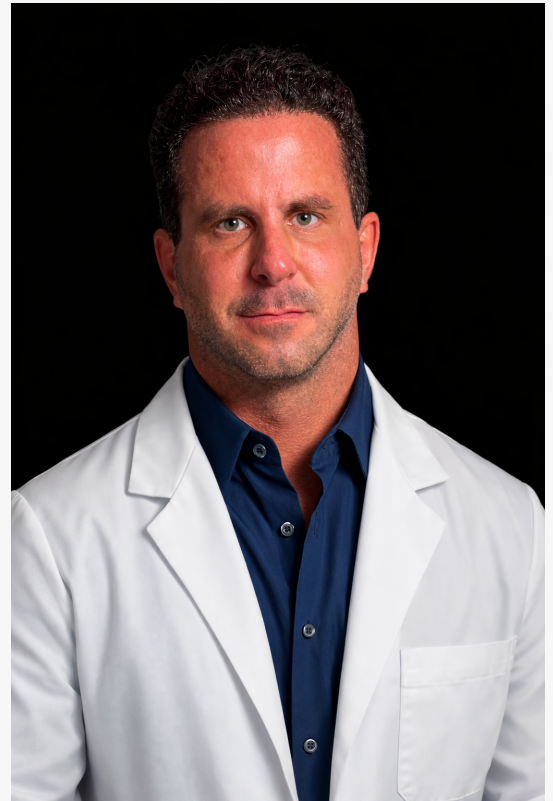
What happens to the treatments I already paid for?

For patients in Florida, Refresh – Aesthetics & Wellness wants them to know that the closure or transition of an Ideal Image location does not necessarily mean their treatment journey has to end.

Refresh, a family-owned, physician-led medical aesthetics and wellness practice with nine locations across Florida, is working to provide continuity of care for eligible former Ideal Image patients whose applicable treatment obligations transitioned to Refresh.

For other patients affected by an Ideal Image closure or transition, Refresh is also reviewing individual circumstances on a case-by-case basis to determine what accommodations or treatment pathways may be available.

The message from Refresh leadership is simple:



Dr. Christopher Senger, The C.M.O.
of Refresh - Aesthetics & Wellness

Do not assume your treatments are automatically lost. Contact Refresh and allow the team to review your individual situation.

Refresh Is Continuing Eligible Ideal Image Treatments in Florida

For former Ideal Image patients whose applicable treatment obligations transferred to Refresh, the practice intends to continue remaining eligible treatments in accordance with the applicable terms of the patient's original treatment arrangement, available treatment records, medical evaluation and clinical appropriateness.



Founder Donna Shuman Performing Laser Hair Removal

“

Aging is not one-dimensional, and neither should the medical approach to it be. Our goal is to help patients look their best, feel their best and approach aging proactively”

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

Patients must still be medically appropriate candidates for treatment, and all care remains subject to Refresh's clinical protocols and safety standards.

“Our first responsibility is to the patient,” said Christopher Senger, M.D., Chief Medical Officer of Refresh – Aesthetics & Wellness. “For someone who has already invested in a treatment plan and may already be several treatments into that journey, continuity matters. We want to understand what has already been performed, evaluate the patient medically and, when the treatment remains appropriate and the applicable obligation transitioned to Refresh,

create the safest and most appropriate path forward.”

For patients whose specific Ideal Image obligations were not transferred to Refresh, the company is not representing that every former Ideal Image contract will automatically be assumed.

Instead, Refresh encourages affected patients to contact the practice and provide available documentation so their circumstances can be individually reviewed.

That may include the patient's original agreement, treatment history, receipts, package information or other relevant documentation.

“We know there are people who are frustrated, confused and simply trying to understand what

happens next,” said Jay Feinberg, Founder and Chief Executive Officer of Refresh – Aesthetics & Wellness. “Rather than having someone assume their only option is to walk away from a treatment plan they previously purchased, we want them to call us. If their treatment obligation transitioned to Refresh, we will work through the applicable terms with them. If it did not, we can still review the circumstances case by case and determine whether there is an appropriate way for us to help.”

More Than a Replacement Laser Center

Refresh leadership says the transition represents something larger than simply moving patients from one laser hair removal provider to another.

Refresh is a comprehensive medical aesthetics and wellness practice designed around long-term relationships between patients, licensed providers and physicians.

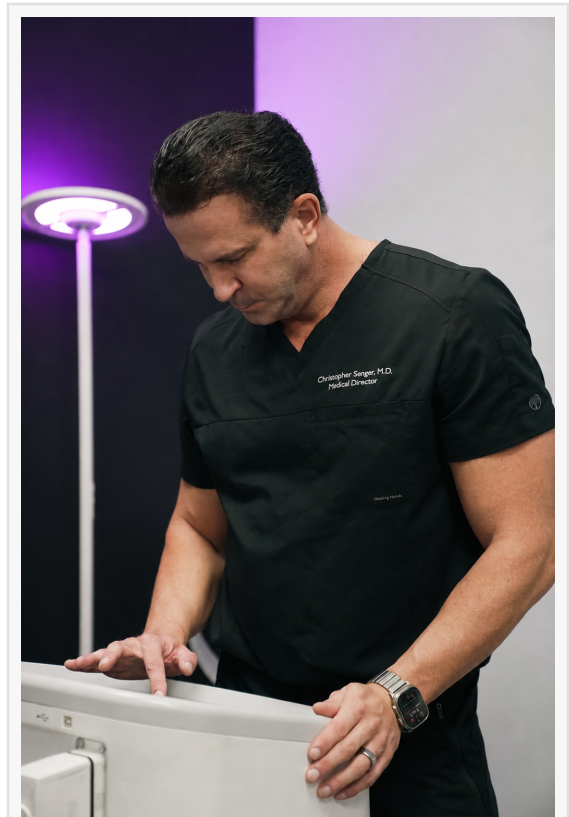
“Refresh is not simply an aesthetic treatment center,” Dr. Senger said. “We are a physician-owned medical aesthetics and wellness practice built around the entire patient. Our goal is to help people look their best, feel their best and approach aging proactively through medically guided aesthetics, skin health, metabolic health, hormone optimization, wellness and individualized care.”

Refresh’s medical leadership includes physicians from multiple areas of medicine, including board-certified plastic surgeons and physicians with backgrounds in family medicine, regenerative medicine, dermatologic medicine, wellness and healthy-aging care.

Each location operates with physician oversight as part of a broader clinical infrastructure designed to support both aesthetics and wellness.

“Aging is not one-dimensional, and neither should the medical approach to it be,” Dr. Senger said. “Skin quality, body composition, metabolic health, hormones, nutrition and overall wellness can all influence how someone looks and feels as they age. Our philosophy is to evaluate the individual comprehensively and build medically appropriate plans around that person rather than simply selling isolated treatments.”

That distinction is especially important, Dr. Senger said, when welcoming patients who may have



Christopher Senger, M.D., Chief Medical Officer of Refresh – Aesthetics & Wellness, oversees physician-led aesthetic, wellness and healthy-aging care across the practice’s nine Florida locations.

originally entered the aesthetics industry through a single service such as laser hair removal.

“For patients coming to us from Ideal Image, laser hair removal may be the reason we initially meet them, but it does not have to define the entire relationship,” he said. “They are entering a medical practice capable of supporting them through different stages of their aesthetic and wellness journey.”

More Than 25 Years of Hair Removal Experience Behind Refresh

For Donna Shuman, Founder of Refresh – Aesthetics & Wellness and certified electrologist, helping former Ideal Image patients carries additional significance.

Shuman has more than 25 years of experience in skincare and hair removal and has built much of Refresh’s laser program around extensive hands-on experience, individualized patient assessment and carefully developed treatment protocols.

“Refresh is family-owned, and that changes the way we look at a transition like this,” Shuman said. “These are not account numbers to us. They are patients who trusted a provider, committed to a treatment plan and, in many cases, invested significant time and money into completing it. We want them to know there is a real team here that will listen, review their individual circumstances and do everything appropriately within our ability to help them continue their care.”

Shuman's experience brings decades of experience in hair removal with advanced dual-wavelength laser technology.

But she says technology alone does not determine the quality of a laser treatment.

“I have spent more than 25 years working in hair removal and skin,” Shuman said. “Laser hair removal is not simply about owning the right device. Skin type, hair characteristics, treatment intervals, previous response, treatment parameters and the experience of the person operating that technology all matter. Over the years, we have continually refined our protocols and plans around those variables so treatment is approached thoughtfully, safely and individually.”

For patients who have already completed several treatments elsewhere, that experience



Donna Shuman, Founder of Refresh – Aesthetics & Wellness, alongside Jennifer Levy, PA-C, Lead Physician Assistant, representing the family-owned leadership and clinical expertise behind Refresh's nine Florida locations.

becomes particularly important.

“Our objective is not to blindly start someone over,” Shuman said. “We want to understand what was previously performed, look at how the patient responded, evaluate where they are today and determine what remains appropriate. When someone is already several treatments into a series, the details matter.”

Family-Owned—Without Sacrificing Medical Depth

Although Refresh has expanded throughout Florida, its leadership says remaining family-owned is a deliberate part of the company’s identity.

“Being family-owned does not mean being small in capability,” Shuman said. “We have intentionally built Refresh around an extraordinary level of medical oversight and clinical experience. We have physicians and providers with backgrounds spanning plastic surgery, aesthetic medicine, family medicine, regenerative medicine, wellness and healthy aging. That allows someone who first walks through our doors for laser hair removal to have access to a much broader medical organization as their needs and goals evolve.”

Refresh’s physician network includes multiple board-certified physicians, including board-certified plastic surgeons, alongside advanced practice providers and other licensed clinicians.

The practice offers care spanning medical aesthetics, laser treatments, injectable treatments, skin rejuvenation, body treatments, medical weight management, hormone optimization and physician-guided wellness programs, with individual services varying by location and based on clinical eligibility.

“We never wanted Refresh to become a transactional aesthetics and wellness chain,” Shuman said. “As we have grown, protecting the personal experience and family-owned culture has become even more important. Patients should feel that there are real people behind the organization who care about their safety, their outcome and their experience.”

Why Clinical Evaluation Still Matters for Prepaid Treatments

Refresh emphasizes that the existence of a prepaid treatment package does not replace medical judgment.

Even when a patient is eligible to continue a treatment under an applicable transferred obligation, a licensed medical provider must determine whether performing that treatment remains medically appropriate.

“Prior treatment history or a prepaid package never replaces medical judgment,” Dr. Senger said. “Every patient deserves an appropriate clinical evaluation. If a treatment remains safe, indicated

and appropriate, we can determine the best way to continue that care while maintaining the medical standards we expect throughout Refresh.”

Clinical considerations may include changes in medications, medical history, skin condition, sun exposure, hormonal status, previous treatment response and other patient-specific factors.

This is why Refresh describes the process as continuity of care rather than simply redemption of a package.

Nine Refresh Locations Across Florida

Refresh – Aesthetics & Wellness currently operates nine locations throughout Florida, providing coverage across both the east and west coasts of the state:

Fort Lauderdale

Wellington

Jupiter

Port St. Lucie

Vero Beach

St. Petersburg

Brandon

Palm Harbor

Tampa

The statewide footprint gives affected patients multiple options for accessing Refresh’s medical aesthetics and wellness network.

It also represents a significant evolution for a company that began as a family-owned South Florida aesthetics practice and has expanded while maintaining physician oversight and centralized clinical standards.

“After more than 25 years in this industry, I have seen technologies, companies and trends come and go,” Shuman said. “What lasts is expertise, judgment, physician involvement and oversight, and the way you take care of people. Refresh was built on those principles, and as a family and physician owned Florida company, we intend to be here taking care of patients for a very long time.”

Bought an Ideal Image Package? Do Not Assume It Is Lost.

Refresh is encouraging former Ideal Image patients in Florida who are uncertain about the status of their treatments to contact the practice before assuming their remaining services have been forfeited.

Patients whose obligations were not transferred may still request an individual review to determine whether Refresh can provide an alternative accommodation or treatment pathway.

Those determinations will be made individually and should not be interpreted as Refresh assuming every contractual or financial obligation associated with Ideal Image.

Treatment Continuity Is Separate From Financial Obligations

Refresh is an independent organization and distinguishes the continuation of eligible treatment services from unrelated financial liabilities.

Refresh does not represent that it has assumed Ideal Image's unrelated refund obligations, third-party financing obligations, customer debt or other monetary liabilities except where expressly required by an applicable agreement or law.

The distinction is important because a patient's eligibility to receive an applicable remaining treatment does not necessarily determine rights or obligations involving a separate lender, financing company, refund request or other financial arrangement.

Patients with questions involving those matters may need to communicate directly with the applicable contracting or financing party.

Refresh's focus is on determining what care it can appropriately provide.

A New Medical Home for Aesthetic and Wellness Patients

For Refresh, leadership says the larger opportunity is to provide stability during a period of uncertainty in the aesthetics industry.

"This transition is ultimately bigger than completing a treatment package," Dr. Senger said. "It is an opportunity for patients to establish care with a medical team that can support them through different stages of their aesthetic and wellness journey. We want Refresh to be the practice patients trust not only for their next treatment, but for how they choose to look, feel and age for years to come."

Jay Feinberg said that long-term approach is central to Refresh's continued expansion.

"We are building Refresh for permanence," Jay Feinberg said. "That means investing in our physicians, our providers, our technology, our locations and, most importantly, the trust patients place in us. When there is disruption in the marketplace, we want people to know there is a Florida-based medical practice willing to pick up the phone, look at their individual situation and help determine the right next step."

For former Ideal Image patients, the company's message remains straightforward:

Before assuming your treatment package is gone, contact Refresh.

About Refresh – Aesthetics & Wellness

Refresh – Aesthetics & Wellness is a family & physician owned medical aesthetics and wellness practice with nine locations throughout Florida.

Founded with more than 25 years of experience in skincare and hair removal, Refresh has evolved into a multidisciplinary aesthetics and wellness organization combining advanced aesthetic technology, physician oversight, licensed medical providers and individualized treatment planning.

Services include laser hair removal, cosmetic injectables, skin rejuvenation, body treatments, medical weight management, hormone optimization and physician-led wellness programs, with treatment availability varying by location and clinical eligibility.

Refresh currently serves patients in Fort Lauderdale, Wellington, Jupiter, Port St. Lucie, Vero Beach, St. Petersburg, Brandon, Palm Harbor and Tampa, Florida.

For additional information or to request an individual review of a former Ideal Image treatment plan, visit [RefreshMedical.com](https://www.RefreshMedical.com) or contact a Refresh – Aesthetics & Wellness location.

Jay Feinberg

Refresh - Aesthetics & Wellness

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