

# Botox Near Me: Refresh Releases 2026 Florida Guide as Med Spa Searches Rise

*New peer-reviewed Google Trends research shows growing med-spa interest in Botox, laser hair removal, lip filler and microneedling.*

VERO BEACH, FL, UNITED STATES, August 13, 2026

/EINPresswire.com/ -- What do Americans search when they are considering Botox, laser hair removal, lip filler or microneedling — and how should they decide where to actually receive treatment?

A newly published peer-reviewed analysis of Google search behavior is providing a revealing look at how Americans are researching some of the country's most recognizable aesthetic treatments.

The July 2026 study, "Shifting Perceptions of Cosmetic Procedures: Rise of Medical Spas in Online Search Trends," published in JMIR Dermatology, examined a decade of U.S. Google Trends data for seven common cosmetic procedures.

Researchers found that searches involving Botox injections, laser hair removal, lip fillers and microneedling showed significantly greater association with "med spa" searches than with "dermatologist" searches.

For Refresh – Aesthetics & Wellness, a physician-led medical aesthetics practice with nine locations across Florida, the findings highlight a larger change in how patients discover aesthetic care.

Patients increasingly begin with a search engine.

They may type "Botox near me."



Chief Medical Officer Dr. Christopher Senger Teaching The Importance of Injection Technique

They may search “laser hair removal near me,” “lip filler near me,” “microneedling near me,” “Botox cost,” “natural-looking Botox,” “laser hair removal cost,” or questions about which aesthetic treatment is right for a specific concern.

But Refresh physicians say finding a treatment online should be the beginning of the decision — not the end of it.

Botox May Be the Search — But the Evaluation Should Come First

“Botox has become so familiar that patients can forget they are still considering a prescription medical treatment,” said Christopher Senger, M.D., Chief Medical Officer of Refresh – Aesthetics & Wellness.

“Patients should know who is treating them, what is being used, where it came from and why that treatment is appropriate for their anatomy and goals. Aesthetic medicine should begin with an evaluation, not simply a transaction.”

That distinction is becoming increasingly relevant as medical aesthetics move further into mainstream consumer culture.

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*Christopher Senger, M.D.,  
C.M.O.*

Botox is no longer discussed only in medical offices. Patients encounter treatment videos, before-and-after photographs, influencer content, pricing promotions and aesthetic trends every day across Google, Instagram, TikTok, YouTube and other platforms.

The result is a far more informed patient — but not necessarily a better-protected one.

What Patients Searching “Botox Near Me” Actually Need to

Know

Refresh recommends patients look beyond proximity and price when comparing Botox providers.



Neuromodulators at Refresh –  
Aesthetics & Wellness

Before receiving a neuromodulator treatment, patients should understand:

Who is evaluating them medically?  
An aesthetic treatment plan should account for facial anatomy, medical history, muscle movement, treatment goals and previous injectable experience.

Who will perform the injections?  
Patients should understand the credentials and role of the medical professional performing their treatment.

What product is being administered?  
Patients should know which neuromodulator they are receiving rather than assuming every wrinkle-relaxing injectable is Botox.

Where did the product come from?  
Prescription injectable products should have legitimate sourcing and appropriate documentation.

What result is realistic?  
The objective of modern aesthetic treatment is increasingly personalization rather than simply using more product. Treatment plans should be based on anatomy and desired outcome, not a predetermined number of units.

These questions are especially important following continued federal attention to counterfeit and unauthorized botulinum toxin products.

The U.S. Food and Drug Administration has previously warned consumers about counterfeit Botox found in the United States. More recently, an April 2026 FDA warning letter described a medical spa where investigators identified a significant discrepancy between documented Botox



Dr. Senger with Refresh - Aesthetics & Wellness Team Members



Aesthetic Evaluations at Refresh - Aesthetics & Wellness

purchases from the manufacturer and the amount recorded as administered to patients.

For patients, the message is straightforward:

A recognizable brand name is not a substitute for a medically responsible practice.

### Laser Hair Removal Remains a Major Med Spa Search Category

The same JMIR Dermatology research found that laser hair removal was also significantly associated with med-spa searches.

But a search for “laser hair removal near me” should lead to more questions than simply “How much does it cost?”

Laser treatment is not identical for every patient.

Skin tone, hair color, hair density, treatment area, medical history and the technology being used can all influence the treatment plan.

Refresh recommends asking:

- What laser technology will be used?
- Is the technology appropriate for my skin tone?
- Who determines my treatment settings?
- How many sessions am I realistically likely to need?
- What should I do before and after treatment?
- How are adverse reactions handled?
- Is there medical oversight if a complication occurs?

“At its best, laser hair removal is not a commodity,” Dr. Senger said. “The device matters, the settings matter, the person operating it matters and the patient assessment matters.”

### Lip Filler Searches Reflect a Shift Toward Personalization

Lip filler was another procedure in the 2026 study where searches showed greater association with med spas.

At the same time, the aesthetic conversation around filler has been changing.

Rather than asking only for dramatic volume, many patients now arrive with questions about natural lip filler, facial balancing, subtle enhancement, proportion and preserving their individual features.

Refresh says that change is positive.

A filler consultation should not begin by deciding how many syringes to sell. It should begin by deciding whether filler is appropriate at all.

The lips are only one part of overall facial anatomy. Proportion between the lips, chin, jawline, cheeks and surrounding facial structures can change what treatment — if any — will produce the most balanced outcome.

The right recommendation may involve filler.

It may involve a smaller amount than the patient originally expected.

It may involve another treatment.

And sometimes the medically appropriate answer is to recommend no treatment.

Microneedling Is Moving From Trend to Long-Term Skin Strategy

Microneedling also showed stronger association with med-spa searches in the newly published analysis.

Consumer interest increasingly extends beyond the generic question “What is microneedling?”

Patients are searching for answers about:

Microneedling for acne scars.

Microneedling with PRP.

Microneedling cost.

Microneedling downtime.

Microneedling for texture and pores.

Microneedling versus laser resurfacing.

Those questions reflect a broader movement in aesthetics: patients increasingly want to understand skin quality, not simply individual wrinkles.

At Refresh, treatment planning may include options such as microneedling with PRP, HydraFacial, IPL photofacial, Clear + Brilliant, CoolPeel and other skin-rejuvenation technologies depending on a patient's skin, goals and candidacy.

Not every technology is appropriate for every skin concern.

That is precisely why evaluation matters.

## Seven Questions to Ask Before Choosing Any Med Spa in 2026

As more patients turn to medical spas for aesthetic care, Refresh recommends asking seven questions before booking treatment:

### 1. Who is medically responsible for my care?

A patient should understand the clinical structure behind the practice and who is ultimately responsible for treatment decisions.

### 2. Will I receive an evaluation before treatment?

An appointment should involve more than choosing something from a menu.

### 3. Who will actually perform my procedure?

Ask about licensure, training and experience with the specific procedure being considered.

### 4. What product, device or technology will be used?

Patients should know what is being placed in their body or used on their skin.

### 5. Why is this particular treatment appropriate for me?

The provider should be able to explain the clinical reasoning behind the recommendation.

### 6. What are the realistic benefits, limitations and potential risks?

No legitimate aesthetic treatment is appropriate for every person, and no responsible medical provider should promise a guaranteed cosmetic result.

### 7. What happens after my treatment?

Patients should understand aftercare, follow-up and how the practice handles questions or potential complications.

## Search Engines Are Changing How Patients Choose Medical Aesthetics

The significance of the new search research goes beyond Botox, filler or laser treatments.

It illustrates how the patient journey itself has changed.



A patient may first discover a treatment through social media.

Then search Google.

Then read reviews.

Then look at before-and-after images.

Then compare providers.

Then ask an AI platform a question such as:

“What should I look for in a Botox provider?”

“How do I find a good med spa near me?”

“Is laser hair removal safe for my skin tone?”

“How do I avoid looking overfilled?”

“What is the difference between Botox, Dysport, Xeomin and Daxxify?”

That makes medically responsible patient education increasingly important.

“The internet has given patients more information than ever, but information without context can create just as much confusion,” said Jay Feinberg, Chief Executive Officer of Refresh – Aesthetics & Wellness.

“Our responsibility is not to chase every trend a patient sees online. It is to listen to what they want, evaluate them appropriately and explain what makes sense for them. The goal is for people to make better decisions about their care — whether they ultimately choose Refresh or not.”

The 2026 Aesthetic Trend: Less Trend-Chasing, More Individualization

Social media will continue creating new aesthetic terminology.

Search behavior will continue changing.

Devices will change.

Injectable techniques will evolve.

But Refresh believes one trend is more durable than all of them:

Patients want to look like themselves.

They want informed recommendations.

They want natural-looking outcomes.

They want to understand what they are paying for.

And increasingly, they want the convenience associated with a modern medical spa without giving up the accountability expected from medical care.

That intersection — accessibility, technology, aesthetics and clinical oversight — may define the next phase of medical aesthetics.

### Refresh – Aesthetics & Wellness Across Florida

Refresh – Aesthetics & Wellness currently operates nine Florida locations serving patients in Fort Lauderdale, Jupiter, Wellington, Port St. Lucie, Vero Beach, St. Petersburg, Brandon, Palm Harbor and Tampa.

Services vary by location and include cosmetic injectables, Botox and other neuromodulators, dermal fillers, laser hair removal, skin rejuvenation, laser resurfacing, microneedling with PRP, IPL photofacials, HydraFacial and other physician-supervised aesthetic services.

Patients can explore treatments, providers and Florida locations at Refresh – Aesthetics & Wellness online.

### About Refresh – Aesthetics & Wellness

Refresh – Aesthetics & Wellness is a physician-led medical aesthetics and wellness practice serving communities throughout Florida.

The practice combines medical evaluation, licensed clinical providers, advanced aesthetic technology and individualized treatment planning across its network of Florida offices.

Refresh is LegitScript-certified and emphasizes clinical oversight, transparent patient education and personalized treatment plans designed around each patient's individual goals and candidacy.

Come in as a patient. Leave as family.



Jay Feinberg

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