Refresh Examines How AI and Healthy Aging Are Reshaping Aesthetics in 2026

Consumer research points toward prevention, personalization and long-term planning as aesthetics and wellness increasingly converge.



Dr. Senger with Refresh - Aesthetics & Wellness Team Members

PORT ST. LUCIE, FL, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- Consumers are no longer simply searching for a treatment to address a single wrinkle, area of discoloration or isolated concern. Increasingly, they are researching how skin, facial structure, hormones, body composition, lifestyle and long-term wellness fit together — and artificial intelligence is becoming part of how they begin that research.

Refresh – Aesthetics & Wellness, a physician-led aesthetics and wellness practice with nine Florida locations, says the change represents a broader movement away from traditional “anti-aging” messaging and toward a more comprehensive concept: aging well.

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

The trend is increasingly visible in national consumer research.

NewBeauty’s State of Aesthetics: Summer 2026 report found that 93% of surveyed consumers remain open to some form of aesthetic treatment, yet only 9.1% currently follow a long-term treatment plan with a provider.

Preventing future signs of aging was the leading aesthetic objective reported by respondents, followed by improving skin quality and tightening the skin.

At the same time, Boston Consulting Group reported in 2026 that approximately three-quarters

of highly engaged beauty consumers it classified as “optimizers” had used artificial intelligence during the previous month to research beauty, wellness or longevity.

The Global Wellness Institute has identified a similar transition in the broader wellness economy, describing a movement away from appearance-focused anti-aging and toward healthspan — the pursuit of maintaining function, strength, independence and quality of life as people age.

According to Refresh, these trends are converging.

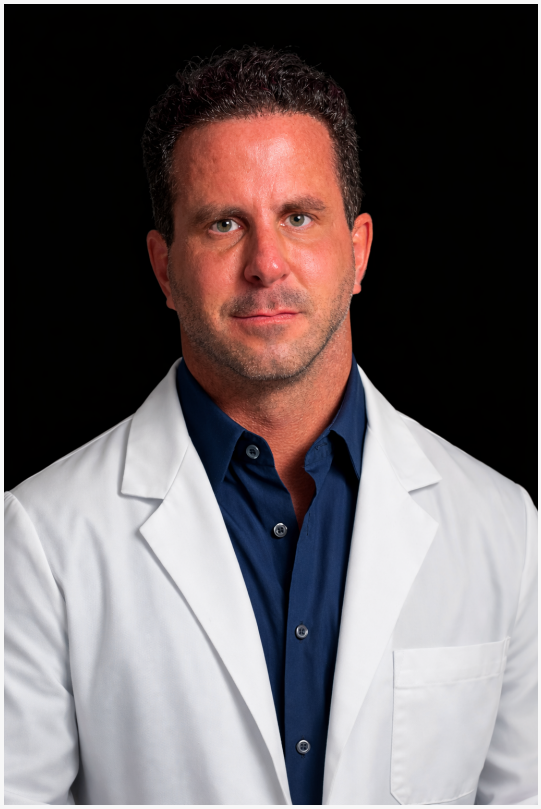
“A patient may initially start researching one concern, but the conversation often becomes much broader once they sit down with a qualified provider,” said Christopher Senger, M.D., Chief Medical Officer of Refresh – Aesthetics & Wellness. “Skin quality, facial anatomy, hormonal changes, lifestyle, medical history and long-term goals do not exist independently of one another.”

Refresh believes artificial intelligence will continue to influence how consumers discover treatments and educate themselves, but the growing availability of information also makes clinical judgment increasingly important.

AI tools can rapidly explain terminology, compare technologies and introduce consumers to treatment categories. They cannot physically examine skin, evaluate facial anatomy, interpret an individual’s complete medical history or determine whether a specific procedure is appropriate for a specific patient.

That distinction may become increasingly important as aesthetic technology expands.

Modern aesthetic medicine now encompasses far more than injectables. Patients may encounter neuromodulators, dermal fillers, collagen-stimulating treatments, laser resurfacing, pigmentation treatments, skin tightening, microneedling, medical-grade skin care



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



Aesthetic Evaluations at Refresh - Aesthetics & Wellness

and other modalities — often with several possible approaches to the same concern.

Wellness has expanded alongside it, with consumers increasingly asking about diagnostic laboratory testing, hormone changes, body composition, energy, sleep and other factors associated with aging.

Refresh operates at that intersection.

Across its Florida locations, the organization provides medical aesthetics, laser and skin treatments, diagnostic evaluations, hormone-related care and wellness services through licensed medical providers operating within a physician-led clinical structure.

Rather than viewing these categories as unrelated transactions, Refresh says the future of the industry is likely to involve coordinated, longer-term planning.

For aesthetic patients, that could mean focusing on skin quality and prevention before correction becomes necessary, choosing treatments based on anatomy rather than trends, and reassessing plans as the face and skin change over time.

For wellness patients, it means beginning with appropriate medical evaluation and objective information rather than adopting protocols simply because they are popular online.

The distinction is particularly relevant in an era in which patients can encounter hundreds of recommendations before ever speaking with a clinician.

“AI can help patients ask better questions, but it cannot replace an examination, medical history or accountable clinical judgment,” Senger said. “The future should be better-informed patients working with qualified providers who are willing to build a plan around the individual.”



Lisa Hill APRN In Palm Harbor Ready For Bloodwork For Wellness Program


State of the art treatment rooms at Refresh - Aesthetics & Wellness in Vero Beach

Refresh currently serves patients through nine Florida locations across Palm Beach County, the Treasure Coast, Broward County and the Tampa Bay region.

The organization says its broader objective is not to redefine aging as something that needs to be defeated, but to create a more thoughtful approach to how patients care for themselves as they age.

That philosophy reflects a larger change taking place across beauty and wellness in 2026: less emphasis on chasing an isolated procedure, and more attention to prevention, personalization, clinical oversight and the long-term relationship between how patients look and how they feel.

For additional information about Refresh – Aesthetics & Wellness or to view Florida locations, visit refreshmedical.com.

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