



NEW LOCATION FOR A NEW YOU

Ever felt like you needed a “new you,” this just might be the place. From the newly designed offices, to the nation’s latest techniques and services, JBSMD has everything you will need at their new location.

PHOTO BY DICK ARNSPIGER

In a wonderful new place they call home, you’ll find the offices of Dr. Julene B. Samuels MD, FACS. Located in the vibrant Towne Square of Norton Commons, alongside over 70 other businesses, this bustling residential and commercial destination offers convenient walkability, ample parking, and

lots of community support.

“We are so excited because we love the space, but most importantly we love what it means for our patients,” states Dr. Samuels. “We have expanded our in-office surgery and medspa facilities and created a patient aesthetic that you really have to see. It’s gorgeous and functional,

it flows well, and it feels just perfect.”

Upon entering, you are greeted with a clean and elegantly chic style of mixed woods with lots of textural fabrics and materials (finishes that just make you want to touch everything), all built around a neutral palette of colors with interesting pops of rich blues and grays. Featuring lots of rubbed bronze finishes, raw wood, mixed metals with silver accents, their branded logo color of “peacock blue” stands out boldly on a beautiful textured wall covering in the reception area. This new look was the result of the collaboration of a talented group of designers, Details Commercial Group of Jeffersonville, Seven 13 Architects, Schaefer Construction, Linda Uhl of ADFX, and Cynthia Brown of Signarama.

“Margo, Lindsey and her team at Details achieved a chic, elegant look with these textures and colors from floor to ceiling in all of our unique rooms, so that I feel like I work out of something that is a cross between Neiman Marcus (a



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Texas brand, where Dr. Samuels did all of her surgical training) and Restoration Hardware. It feels ‘real’, and livable and welcoming, rather than just a showplace,” says Dr. Samuels.

Much attention to patient privacy has been given to the space by literally being able to accomplish the entire patient consultation, treatment, photography, appointment and procedure scheduling, as well as payment, within the rooms themselves, so a patient never has to leave the room for the more common spaces.

They have also rebranded their logo to “JBS” designed by Linda Uhl at ADFX. With infinity lines and special lighting, it has the curvy elements of the female form. “I have worked with Linda and her team for over 20 years, and she nailed the new logo for me by incorporating my favorite nickname that my staff, closest friends and family use for me. It’s a special touch.” Dr. Samuels said.

As a highly trained and respected plastic surgeon, Dr. Samuels uses the latest techniques and procedures to ensure patient safety and satisfaction. As a woman, she shares an innate connection with other women. She understands their goals and concerns. Her patient relationships are based on mutual

trust and honest communication, resulting in outcomes that consistently meet and exceed expectations, according to the happy reviews of many of her patients, and as testified by the large numbers of returning patients that the practice enjoys.

Dr. Samuels specializes in facial rejuvenation, cosmetic breast enhancement, body contouring, comprehensive skin care and laser services, and women’s intimate health, although she offers services for the men too. The practice devotes much time to clinical research, and has many corporate relationships that allow this practice to remain on the cutting edge of technology—delivered with compassionate caring and a uniquely female touch.

Be sure to check out their website and follow them on Facebook, as they will be announcing their grand opening soon. ■

IF YOU GO

Dr. Julene B. Samuels MD, FACS is located at 9419 Norton Commons Blvd. Suite 101 Louisville, KY 40059. Call 502-897-9411 or visit awomanstouchmd.com for more information.

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