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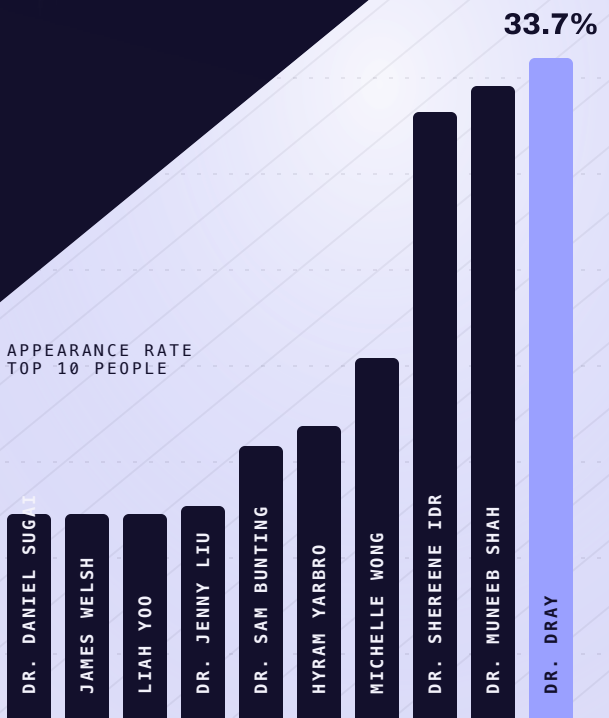
SKINCARE EXPERTS INDEX 2.0

Which skincare experts AI engines name
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 36 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. Dr. Muneeb Shah and Dr. Shereene Idriss are within its margin.

Dr. Dray: 97/288 returned four-engine answers (33.7%; 95% interval 28.5–39.3%). Three or more leading intervals overlap; no sole leader is established.

Version 2. This version replaces the first version of this study, first published April 1, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

33.7%
of answers named Dr. Dray, the most-named (97 of 288)

25
tracked people named at least once (of 26)

97.3%
of Google searches showed an AI Overview (36 of 37)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Dr. Dray

Dr. Dray: 97/288 returned four-engine answers (33.7%; 95% interval 28.5–39.3%). Three or more leading intervals overlap; no sole leader is established.

NAMED FIRST

51/288 (17.7%)

Dr. Dray was the first person named in 51 of 288 answers, more than any other tracked person. Dr. Dray's average first position was 1.9.

GEMINI SKEW

44/72 (61.1%)

Gemini named Dr. Dray in 44 of 72 answers. The other engines named Dr. Dray in 11 to 28 of 72.

GEMINI SKEW

38/72 (52.8%)

Gemini named Dr. Muneeb Shah in 38 of 72 answers. The other engines named Dr. Muneeb Shah in 16 to 22 of 72.

OWN-SITE CITATIONS

12/288 (4.2%)

Michelle Wong's own website was cited in 12 of 288 grounded answers, more than any other tracked person. Dr. Sam Bunting and Dr. Whitney Bowe followed at 4 of 288 each. 3 of 26 tracked people had 0 of 288, and 16 had no tracked own site.

AIO TRIGGER

36/37 (97.3%)

Google AI Overviews appeared on 36 of 37 searches (CI 86.2–99.5%). On the other search, no overview was shown.

AIO LEADER

8/36 (22.2%)

Michelle Wong was the person named most often in AI Overviews, at 8 of 36, followed by Dr. Dray at 7 of 36 (19.4%). In the four-engine set, Michelle Wong was named in 53 of 288 answers (18.4%).

TOP DOMAIN

100/288 (34.7%)

youtube.com was cited in 100 of 288 grounded four-engine answers, with 119 of 2,326 citations (5.1%). aad.org came second with 62 citations in 53 answers (18.4%).

NO TRACKED NAME

0/12 (0.0%)

For 'Which trichologists share haircare advice online?', none of the tracked people was named in any of 12 four-engine answers.

THE LEADERBOARD

02 Which people AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



	BRAND	RATE	NAMED IN
1	Dr. Dray	33.7%	97/288
2	Dr. Muneeb Shah	32.3%	93/288
3	Dr. Shereene Idriss	30.9%	89/288
4	Michelle Wong	18.4%	53/288
5	Hyram Yarbro	14.9%	43/288
6	Dr. Sam Bunting	13.9%	40/288
7	Dr. Jenny Liu	10.8%	31/288
8	Dr. Daniel Sugai	10.4%	30/288
9	James Welsh	10.4%	30/288
10	Liah Yoo	10.4%	30/288
11	Gothamista	9.0%	26/288
12	Dr. Whitney Bowe	7.6%	22/288
13	Dr. Alexis Stephens	6.9%	20/288
14	Susan Yara	6.9%	20/288
15	Caroline Hirons	6.3%	18/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,326 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Dr. Dray**	97/288	**33.7%**	28.5–39.3%	1.9	0% (0/288)	0%
2	**Dr. Muneeb Shah**	93/288	**32.3%**	27.2–37.9%	2.2	not available	not available
3	**Dr. Shereene Idriss**	89/288	**30.9%**	25.8–36.5%	1.8	0.7% (2/288)	0.1%
4	**Michelle Wong**	53/288	**18.4%**	14.4–23.3%	3.1	4.2% (12/288)	0.5%
5	**Hyram Yarbro**	43/288	**14.9%**	11.3–19.5%	3.4	not available	not available
6	**Dr. Sam Bunting**	40/288	**13.9%**	10.4–18.4%	3.3	1.4% (4/288)	0.2%
7	**Dr. Jenny Liu**	31/288	**10.8%**	7.7–14.9%	3.5	not available	not available
8	**Dr. Daniel Sugai**	30/288	**10.4%**	7.4–14.5%	4	not available	not available
9	**James Welsh**	30/288	**10.4%**	7.4–14.5%	4.3	not available	not available
10	**Liah Yoo**	30/288	**10.4%**	7.4–14.5%	4.3	not available	not available
11	**Gothamista**	26/288	**9%**	6.2–12.9%	3.4	not available	not available
12	**Dr. Whitney Bowe**	22/288	**7.6%**	5.1–11.3%	2.9	1.4% (4/288)	0.2%
13	**Dr. Alexis Stephens**	20/288	**6.9%**	4.5–10.5%	4.2	not available	not available
14	**Susan Yara**	20/288	**6.9%**	4.5–10.5%	4.2	not available	not available
15	**Caroline Hirons**	18/288	**6.3%**	4–9.7%	4.3	1% (3/288)	0.1%
16	**Cassandra Bankson**	18/288	**6.3%**	4–9.7%	4.8	not available	not available
17	**Dr. Mamina Turegano**	18/288	**6.3%**	4–9.7%	2.6	not available	not available
18	**Dr. Hadley King**	16/288	**5.6%**	3.4–8.8%	1.7	0% (0/288)	0%
19	**Dr. Joyce Park**	12/288	**4.2%**	2.4–7.1%	3.2	not available	not available
20	**Dr. Azadeh Shirazi**	11/288	**3.8%**	2.1–6.7%	3.9	not available	not available
21	**Dr. Brendan Camp**	9/288	**3.1%**	1.7–5.8%	2.3	not available	not available
22	**Dr. Jeff Donovan**	7/288	**2.4%**	1.2–4.9%	2	0% (0/288)	0%
23	**Jen Novakovich**	7/288	**2.4%**	1.2–4.9%	2	0.7% (2/288)	0.1%
24	**Dr. Heather Rogers**	3/288	**1%**	0.4–3%	1.3	0.3% (1/288)	0%
25	**Dr. Ranella Hirsch**	1/288	**0.3%**	0.1–1.9%	5	not available	not available
26	**Abby Baffoe**	0/288	**0%**	0–1.3%	–	not available	not available

02 THE LEADERBOARD

Question group: Dermatologist creators

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Dr. Muneeb Shah	50/60	83.3%	72.0–90.7%	12
2	Dr. Shereene Idriss	42/60	70.0%	57.5–80.1%	16
3	Dr. Dray	40/60	66.7%	54.1–77.3%	23
4	Dr. Jenny Liu	23/60	38.3%	27.1–51.0%	5
5	Dr. Daniel Sugai	20/60	33.3%	22.7–45.9%	0
6	Dr. Sam Bunting	17/60	28.3%	18.5–40.8%	0
7	Dr. Alexis Stephens	12/60	20.0%	11.8–31.8%	0
8	Dr. Mamina Turegano	12/60	20.0%	11.8–31.8%	1
9	Dr. Whitney Bowe	12/60	20.0%	11.8–31.8%	0
10	Dr. Azadeh Shirazi	8/60	13.3%	6.9–24.2%	0
11	Dr. Joyce Park	7/60	11.7%	5.8–22.2%	0
12	Dr. Brendan Camp	3/60	5.0%	1.7–13.7%	3
13	Hyram Yarbro	3/60	5.0%	1.7–13.7%	0
14	James Welsh	3/60	5.0%	1.7–13.7%	0
15	Michelle Wong	3/60	5.0%	1.7–13.7%	0
16	Cassandra Bankson	2/60	3.3%	0.9–11.4%	0
17	Dr. Ranella Hirsch	1/60	1.7%	0.3–8.9%	0
18	Abby Baffoe	0/60	0.0%	-0.0–6.0%	0
19	Caroline Hirons	0/60	0.0%	-0.0–6.0%	0
20	Dr. Hadley King	0/60	0.0%	-0.0–6.0%	0
21	Dr. Heather Rogers	0/60	0.0%	-0.0–6.0%	0
22	Dr. Jeff Donovan	0/60	0.0%	-0.0–6.0%	0
23	Gothamista	0/60	0.0%	-0.0–6.0%	0
24	Jen Novakovich	0/60	0.0%	-0.0–6.0%	0
25	Liah Yoo	0/60	0.0%	-0.0–6.0%	0
26	Susan Yara	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Acne and sensitive skin

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Dr. Dray	26/60	43.3%	31.6–55.9%	19
2	Dr. Sam Bunting	19/60	31.7%	21.3–44.2%	6
3	Hyram Yarbro	18/60	30.0%	19.9–42.5%	3
4	James Welsh	17/60	28.3%	18.5–40.8%	2
5	Dr. Muneeb Shah	15/60	25.0%	15.8–37.2%	4
6	Dr. Shereene Idriss	14/60	23.3%	14.4–35.4%	7
7	Gothamista	12/60	20.0%	11.8–31.8%	0
8	Cassandra Bankson	11/60	18.3%	10.6–29.9%	0
9	Michelle Wong	11/60	18.3%	10.6–29.9%	1
10	Liah Yoo	10/60	16.7%	9.3–28.0%	0
11	Susan Yara	7/60	11.7%	5.8–22.2%	1
12	Caroline Hirons	5/60	8.3%	3.6–18.1%	1
13	Dr. Whitney Bowe	5/60	8.3%	3.6–18.1%	2
14	Dr. Alexis Stephens	3/60	5.0%	1.7–13.7%	0
15	Dr. Hadley King	1/60	1.7%	0.3–8.9%	0
16	Dr. Heather Rogers	1/60	1.7%	0.3–8.9%	0
17	Dr. Jenny Liu	1/60	1.7%	0.3–8.9%	0
18	Dr. Joyce Park	1/60	1.7%	0.3–8.9%	0
19	Abby Baffoe	0/60	0.0%	-0.0–6.0%	0
20	Dr. Azadeh Shirazi	0/60	0.0%	-0.0–6.0%	0
21	Dr. Brendan Camp	0/60	0.0%	-0.0–6.0%	0
22	Dr. Daniel Sugai	0/60	0.0%	-0.0–6.0%	0
23	Dr. Jeff Donovan	0/60	0.0%	-0.0–6.0%	0
24	Dr. Mamina Turegano	0/60	0.0%	-0.0–6.0%	0
25	Dr. Ranella Hirsch	0/60	0.0%	-0.0–6.0%	0
26	Jen Novakovich	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Skincare educators

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Michelle Wong	29/60	48.3%	36.2–60.7%	16
2	Liah Yoo	18/60	30.0%	19.9–42.5%	4
3	Hyram Yarbro	17/60	28.3%	18.5–40.8%	3
4	Dr. Dray	16/60	26.7%	17.1–39.0%	2
5	Dr. Muneeb Shah	15/60	25.0%	15.8–37.2%	8
6	Dr. Shereene Idriss	15/60	25.0%	15.8–37.2%	5
7	Gothamista	12/60	20.0%	11.8–31.8%	2
8	Susan Yara	10/60	16.7%	9.3–28.0%	0
9	Caroline Hirons	9/60	15.0%	8.1–26.1%	0
10	James Welsh	9/60	15.0%	8.1–26.1%	3
11	Jen Novakovich	7/60	11.7%	5.8–22.2%	0
12	Dr. Daniel Sugai	6/60	10.0%	4.7–20.1%	1
13	Cassandra Bankson	5/60	8.3%	3.6–18.1%	0
14	Dr. Hadley King	5/60	8.3%	3.6–18.1%	3
15	Dr. Brendan Camp	3/60	5.0%	1.7–13.7%	0
16	Dr. Jenny Liu	2/60	3.3%	0.9–11.4%	0
17	Dr. Sam Bunting	1/60	1.7%	0.3–8.9%	0
18	Dr. Whitney Bowe	1/60	1.7%	0.3–8.9%	1
19	Abby Baffoe	0/60	0.0%	-0.0–6.0%	0
20	Dr. Alexis Stephens	0/60	0.0%	-0.0–6.0%	0
21	Dr. Azadeh Shirazi	0/60	0.0%	-0.0–6.0%	0
22	Dr. Heather Rogers	0/60	0.0%	-0.0–6.0%	0
23	Dr. Jeff Donovan	0/60	0.0%	-0.0–6.0%	0
24	Dr. Joyce Park	0/60	0.0%	-0.0–6.0%	0
25	Dr. Mamina Turegano	0/60	0.0%	-0.0–6.0%	0
26	Dr. Ranella Hirsch	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Sunscreen

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Dr. Hadley King	4/36	11.1%	4.4–25.3%	0
2	Dr. Alexis Stephens	3/36	8.3%	2.9–21.8%	3
3	Dr. Mamina Turegano	3/36	8.3%	2.9–21.8%	3
4	Dr. Shereene Idriss	3/36	8.3%	2.9–21.8%	3
5	Michelle Wong	3/36	8.3%	2.9–21.8%	3
6	Dr. Muneeb Shah	1/36	2.8%	0.5–14.2%	0
7	Abby Baffoe	0/36	0.0%	0.0–9.6%	0
8	Caroline Hirons	0/36	0.0%	0.0–9.6%	0
9	Cassandra Bankson	0/36	0.0%	0.0–9.6%	0
10	Dr. Azadeh Shirazi	0/36	0.0%	0.0–9.6%	0
11	Dr. Brendan Camp	0/36	0.0%	0.0–9.6%	0
12	Dr. Daniel Sugai	0/36	0.0%	0.0–9.6%	0
13	Dr. Dray	0/36	0.0%	0.0–9.6%	0
14	Dr. Heather Rogers	0/36	0.0%	0.0–9.6%	0
15	Dr. Jeff Donovan	0/36	0.0%	0.0–9.6%	0
16	Dr. Jenny Liu	0/36	0.0%	0.0–9.6%	0
17	Dr. Joyce Park	0/36	0.0%	0.0–9.6%	0
18	Dr. Ranella Hirsch	0/36	0.0%	0.0–9.6%	0
19	Dr. Sam Bunting	0/36	0.0%	0.0–9.6%	0
20	Dr. Whitney Bowe	0/36	0.0%	0.0–9.6%	0
21	Gothamista	0/36	0.0%	0.0–9.6%	0
22	Hyram Yarbro	0/36	0.0%	0.0–9.6%	0
23	James Welsh	0/36	0.0%	0.0–9.6%	0
24	Jen Novakovich	0/36	0.0%	0.0–9.6%	0
25	Liah Yoo	0/36	0.0%	0.0–9.6%	0
26	Susan Yara	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Anti-aging

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Dr. Shereene Idriss	11/36	30.6%	18.0–46.9%	10
2	Dr. Dray	8/36	22.2%	11.7–38.1%	3
3	Dr. Muneeb Shah	7/36	19.4%	9.8–35.0%	2
4	Michelle Wong	7/36	19.4%	9.8–35.0%	3
5	Hyram Yarbro	5/36	13.9%	6.1–28.7%	0
6	Caroline Hirons	4/36	11.1%	4.4–25.3%	0
7	Dr. Whitney Bowe	4/36	11.1%	4.4–25.3%	0
8	Dr. Azadeh Shirazi	3/36	8.3%	2.9–21.8%	0
9	Dr. Brendan Camp	3/36	8.3%	2.9–21.8%	0
10	Dr. Hadley King	3/36	8.3%	2.9–21.8%	0
11	Dr. Sam Bunting	3/36	8.3%	2.9–21.8%	0
12	Susan Yara	3/36	8.3%	2.9–21.8%	0
13	Dr. Alexis Stephens	2/36	5.6%	1.5–18.1%	0
14	Dr. Daniel Sugai	2/36	5.6%	1.5–18.1%	0
15	Dr. Heather Rogers	2/36	5.6%	1.5–18.1%	2
16	Dr. Jenny Liu	2/36	5.6%	1.5–18.1%	0
17	Dr. Mamina Turegano	2/36	5.6%	1.5–18.1%	0
18	Gothamista	2/36	5.6%	1.5–18.1%	0
19	Liah Yoo	2/36	5.6%	1.5–18.1%	0
20	Dr. Joyce Park	1/36	2.8%	0.5–14.2%	0
21	James Welsh	1/36	2.8%	0.5–14.2%	0
22	Abby Baffoe	0/36	0.0%	0.0–9.6%	0
23	Cassandra Bankson	0/36	0.0%	0.0–9.6%	0
24	Dr. Jeff Donovan	0/36	0.0%	0.0–9.6%	0
25	Dr. Ranella Hirsch	0/36	0.0%	0.0–9.6%	0
26	Jen Novakovich	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

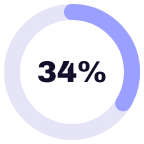
Question group: Haircare and hair loss

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Dr. Dray	7/36	19.4%	9.8–35.0%	4
2	Dr. Jeff Donovan	7/36	19.4%	9.8–35.0%	4
3	Dr. Muneeb Shah	5/36	13.9%	6.1–28.7%	1
4	Dr. Shereene Idriss	4/36	11.1%	4.4–25.3%	2
5	Dr. Hadley King	3/36	8.3%	2.9–21.8%	3
6	Dr. Jenny Liu	3/36	8.3%	2.9–21.8%	0
7	Dr. Joyce Park	3/36	8.3%	2.9–21.8%	2
8	Dr. Daniel Sugai	2/36	5.6%	1.5–18.1%	0
9	Dr. Mamina Turegano	1/36	2.8%	0.5–14.2%	0
10	Abby Baffoe	0/36	0.0%	0.0–9.6%	0
11	Caroline Hirons	0/36	0.0%	0.0–9.6%	0
12	Cassandra Bankson	0/36	0.0%	0.0–9.6%	0
13	Dr. Alexis Stephens	0/36	0.0%	0.0–9.6%	0
14	Dr. Azadeh Shirazi	0/36	0.0%	0.0–9.6%	0
15	Dr. Brendan Camp	0/36	0.0%	0.0–9.6%	0
16	Dr. Heather Rogers	0/36	0.0%	0.0–9.6%	0
17	Dr. Ranella Hirsch	0/36	0.0%	0.0–9.6%	0
18	Dr. Sam Bunting	0/36	0.0%	0.0–9.6%	0
19	Dr. Whitney Bowe	0/36	0.0%	0.0–9.6%	0
20	Gothamista	0/36	0.0%	0.0–9.6%	0
21	Hyram Yarbro	0/36	0.0%	0.0–9.6%	0
22	James Welsh	0/36	0.0%	0.0–9.6%	0
23	Jen Novakovich	0/36	0.0%	0.0–9.6%	0
24	Liah Yoo	0/36	0.0%	0.0–9.6%	0
25	Michelle Wong	0/36	0.0%	0.0–9.6%	0
26	Susan Yara	0/36	0.0%	0.0–9.6%	0

PROFILES

03 The top eight, side by side

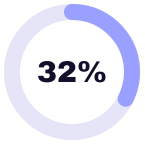


RANK 1

Dr. Dray

97/288 answers · 95% CI 28.5–39.3%

1.9	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

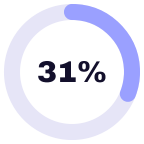


RANK 2

Dr. Muneeb Shah

93/288 answers · 95% CI 27.2–37.9%

2.2	not available	not available
first-mention position	owned-domain citation (0/288)	citation share

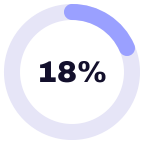


RANK 3

Dr. Shereene Idriss

89/288 answers · 95% CI 25.8–36.5%

1.8	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	citation share

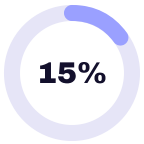


RANK 4

Michelle Wong

53/288 answers · 95% CI 14.4–23.3%

3.1	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share

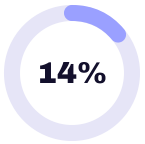


RANK 5

Hyram Yarbro

43/288 answers · 95% CI 11.3–19.5%

3.4	not available	not available
first-mention position	owned-domain citation (0/288)	citation share

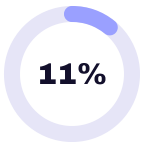


RANK 6

Dr. Sam Bunting

40/288 answers · 95% CI 10.4–18.4%

3.3	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share



RANK 7

Dr. Jenny Liu

31/288 answers · 95% CI 7.7–14.9%

3.5	not available	not available
first-mention position	owned-domain citation (0/288)	citation share



RANK 8

Dr. Daniel Sugai

30/288 answers · 95% CI 7.4–14.5%

4	not available	not available
first-mention position	owned-domain citation (0/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Dr. Dray in 44 of 72 answers. The other engines named Dr. Dray in 11 to 28 of 72. Gemini named Dr. Muneeb Shah in 38 of 72 answers. The other engines named Dr. Muneeb Shah in 16 to 22 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Dr. Shereene Idriss	**50%**
Dr. Dray	**38.9%**
Dr. Muneeb Shah	**23.6%**
Hyram Yarbro	**20.8%**
Dr. Sam Bunting	**16.7%**
Michelle Wong	**13.9%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Dr. Muneeb Shah	**22.2%**
Dr. Shereene Idriss	**20.8%**
Hyram Yarbro	**20.8%**
Dr. Dray	**15.3%**
Dr. Sam Bunting	**15.3%**
James Welsh	**12.5%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Dr. Dray	**61.1%**
Dr. Muneeb Shah	**52.8%**
Dr. Shereene Idriss	**38.9%**
Michelle Wong	**30.6%**
Dr. Daniel Sugai	**20.8%**
Dr. Jenny Liu	**19.4%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Dr. Muneeb Shah	**30.6%**
Michelle Wong	**20.8%**
Dr. Dray	**19.4%**
Dr. Hadley King	**18.1%**
Dr. Shereene Idriss	**13.9%**
Dr. Sam Bunting	**13.9%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 37 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 36 = 324 answers.



TRIGGER RATE

Google AI Overviews appeared on 36 of 37 searches (97.3%, CI 86.2–99.5%). The other search showed no overview. Within the 36 overviews, Michelle Wong was named in 8 (22.2%), Dr. Dray was named in 7 (19.4%), Dr. Muneeb Shah was named in 5 (13.9%), Dr. Joyce Park was named in 5 (13.9%). youtube.com was the most-cited source, with 13 citations and an appearance in 11 of 36 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Dr. Dray	32.1%	=
2	Dr. Muneeb Shah	30.2%	=
3	Dr. Shereene Idriss	28.4%	=
4	Michelle Wong	18.8%	=
5	Hyram Yarbro	13.9%	=
6	Dr. Sam Bunting	12.3%	=
7	Dr. Jenny Liu	9.6%	=
8	James Welsh	9.6%	▲ 1
9	Dr. Daniel Sugai	9.3%	▼ 1
10	Liah Yoo	9.3%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q02 · 12 ANSWERS

Hyram Yarbro 100%

Dr. Sam Bunting	66.7%
Cassandra Bankson	58.3%

AI Overview shown on 0 of 1 searches

Q03 · 12 ANSWERS

Dr. Muneeb Shah 100%

Dr. Dray	58.3%
Dr. Mamina Turegano	58.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Dr. Dray 75%

TIED WITH GOTHAMISTA

Gothamista	75%
Michelle Wong	66.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Dr. Hadley King 33.3%

TIED WITH DR. SHEREENE IDRISS, DR. DRAY

Dr. Shereene Idriss	33.3%
Dr. Dray	33.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Michelle Wong 8.3%

AI Overview shown on 2 of 2 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,326 citations in total. youtube.com was cited most often, with 119 citations (5.1%) across 100 answers. Next came aad.org (62), en.wikipedia.org (62), reddit.com (61), consumerreports.org (46), amraandelma.com (45).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

youtube.com	**34.7%**
aad.org	**18.4%**
en.wikipedia.org	**17.7%**
newbeauty.com	**14.9%**
reddit.com	**13.9%**
izea.com	**11.5%**
amraandelma.com	**10.4%**
nbcnews.com	**10.1%**
cnn.com	**9.4%**
consumerreports.org	**8.3%**

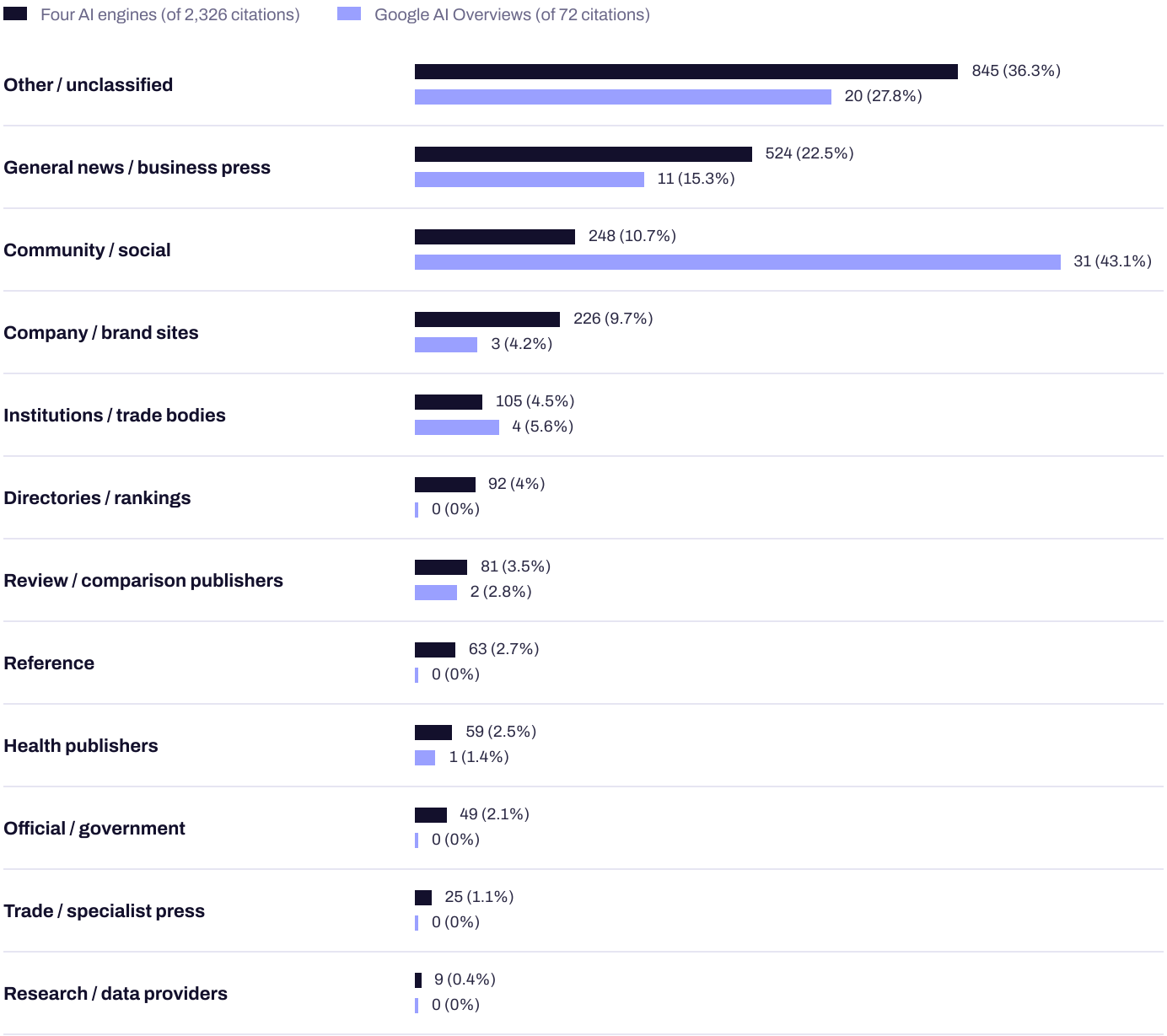
GOOGLE AI OVERVIEWS · SHARE OF 36 OVERVIEWS

youtube.com	**30.6%**
facebook.com	**13.9%**
instagram.com	**8.3%**
allure.com	**8.3%**
tiktok.com	**8.3%**
businessinsider.com	**5.6%**
consumerreports.org	**5.6%**
linkedin.com	**5.6%**
lofficielusa.com	**5.6%**
mobilestyles.com	**5.6%**

WHO THE ENGINES CITE

07 Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can people improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Michelle Wong's own website was cited in 4.2% of grounded answers, Dr. Whitney Bowe's in 1.4% and Dr. Sam Bunting's in 1.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were aad.org (in 18.4% of grounded answers), en.wikipedia.org (17.7%), newbeauty.com (14.9%), reddit.com (13.9%) and izea.com (11.5%). General news and business press supplied 22.5% of citations and community and social 10.7%.
Check each engine separately.	Gemini named Dr. Dray in 61.1% of answers against 15.3% on Claude. ChatGPT named Dr. Shereene Idriss in 50.0% of answers against 13.9% on Perplexity.
Watch names outside the tracked list.	Dr. Lindsey Zubritsky (30 answers), Dr. Maren Locke (16 answers), Dr. Anjali Mahto (14 answers) and Dr. Michelle Henry (13 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which skincare experts appear in these AI answers?

Dr. Dray: 97/288 returned four-engine answers (33.7%; 95% interval 28.5–39.3%). Three or more leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Dr. Dray was the first person named in 51 of 288 answers, with an average first position of 1.9.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 36 of 37 searches (97.3%, CI 86.2–99.5%). Within those 36 overviews, Michelle Wong was named most often, in 8 (22.2%).

Q4 Which sources do the engines cite?

Across 2,326 four-engine citations, youtube.com was cited most (119 citations, in 100 of 288 grounded answers), followed by aad.org (62 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Dr. Dray in 44 of 72 answers, against 11 to 28 of 72 on the other engines. Gemini named Dr. Muneeb Shah in 38 of 72 answers, against 16 to 22 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	37
questions		runs each		AI engines		answers		Google searches · 36 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	37	36 shown	36

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 26 tracked people are ranked; results are not an exhaustive market ranking.
- Only the tracked people were scored. The untracked people named most often were Dr. Lindsey Zubritsky (30 answers), Dr. Maren Locke (16 answers), Dr. Anjali Mahto (14 answers) and Dr. Michelle Henry (13 answers); organisations and brands were not counted.
- 325 of 360 planned results were returned: 35 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 37 successful Google searches: 36 overviews shown; 1 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked name.
- Source types use Company / brand sites only for verified official sites; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- People only are ranked; brands, clinics and platforms (YouTube, TikTok, Reddit) appear in source tables. Dermatologists and non-dermatologist educators are labelled. Sentiment is not scored. The index counts how often names appear and makes no medical or safety claim.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	**Which dermatologists on YouTube give reliable skincare advice?**	Dermatologist creators	CORE QUESTION
02	**Who are the best skincare creators for acne-prone skin?**	Acne and sensitive skin	CORE QUESTION
03	**Which dermatologists on TikTok review skincare products?**	Dermatologist creators	CORE QUESTION
04	**Who are good skincare YouTubers for sensitive skin?**	Acne and sensitive skin	CORE QUESTION
05	**Which skincare experts explain ingredients like retinol and niacinamide?**	Skincare educators	CORE QUESTION
06	**Who gives reliable sunscreen recommendations online?**	Sunscreen	CORE QUESTION
07	**Which dermatologist creators review drugstore skincare?**	Dermatologist creators	CORE QUESTION
08	**Who are the best creators for anti-aging skincare advice?**	Anti-aging	CORE QUESTION
09	**Which hair loss experts on social media are credible?**	Haircare and hair loss	CORE QUESTION
10	**Who are the most popular skincare educators in 2026?**	Skincare educators	CORE QUESTION
11	**Which dermatologists on Instagram share skincare routines?**	Dermatologist creators	ADDED QUESTION
12	**Which board-certified dermatologists have popular podcasts or channels?**	Dermatologist creators	ADDED QUESTION
13	**Which cosmetic chemists explain skincare science online?**	Skincare educators	ADDED QUESTION
14	**Who explains the evidence behind skincare trends?**	Skincare educators	ADDED QUESTION
15	**Which creators give skincare advice for rosacea?**	Acne and sensitive skin	ADDED QUESTION
16	**Which dermatologists explain how to treat hormonal acne?**	Acne and sensitive skin	ADDED QUESTION
17	**Who gives skincare advice for mature skin?**	Anti-aging	ADDED QUESTION
18	**Which experts explain retinoids and tretinoin for wrinkles?**	Anti-aging	ADDED QUESTION
19	**Which dermatologists review sunscreens for darker skin tones?**	Sunscreen	ADDED QUESTION
20	**Who tests and reviews mineral sunscreens online?**	Sunscreen	ADDED QUESTION
21	**Which dermatologists explain hair loss treatments like minoxidil?**	Haircare and hair loss	ADDED QUESTION
22	**Which trichologists share haircare advice online?**	Haircare and hair loss	ADDED QUESTION
23	**Which skincare creators review K-beauty products?**	Skincare educators	ADDED QUESTION
24	**Which dermatologists explain skincare for eczema-prone skin?**	Acne and sensitive skin	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Skincare Experts Index 2.0

Measured November 6 to 7, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research