5W | 5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

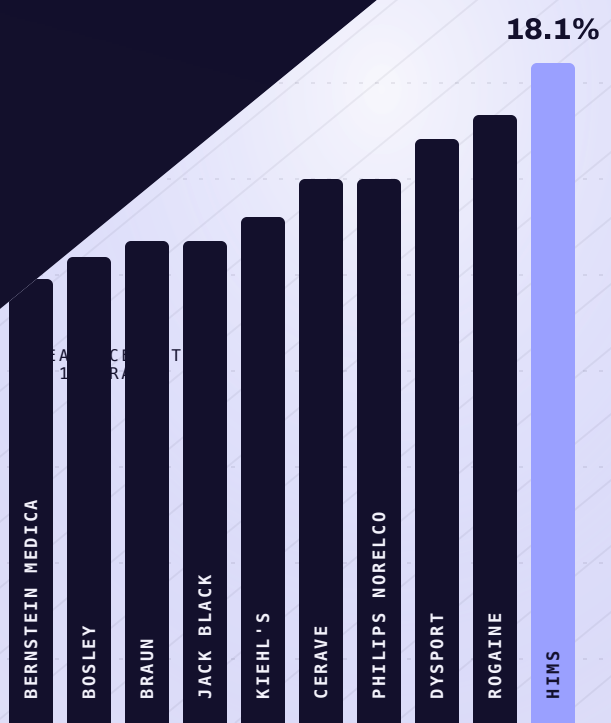
MALE AESTHETICS INDEX 2.0

Which men's aesthetics brands AI engines name
288 AI answers · November 4, 2026

Measured :
November 4, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 44 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Male aesthetics brands in five categories. Each category is ranked separately.

Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There is no pooled leader across unrelated groups. Wilson 95% intervals are descriptive. Highest counts: Neuromodulators: Dysport leads (46/48); Hair loss treatment: Rogaine, Hims and Propecia overlap (top count 47/72); Hair transplant clinics: Bernstein Medical and Bosley overlap (top count 28/48); Men's skincare: CeraVe tops a close field (37/48); Men's grooming tools: Philips Norelco and Braun overlap (top count 43/60).

> Version 2. This version replaces the first version of this study, first published April 23, 2026. It uses measured counts, so the two versions are not comparable.

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

5
category groups ranked separately; no pooled cross-category leader

28
tracked brands named at least once (of 28)

74.6%
of Google searches showed an AI Overview (44 of 59)

INSIDE THIS REPORT

01 Key findings 03
02 Category: Neuromodulators 04
03 Category: Hair loss treatment 05
04 Category: Hair transplant clinics 06
05 Category: Men's skincare 07
06 Category: Men's grooming tools 08
07 The leaderboard 09
08 Separate table: device (not ranked) 11
09 Profiles 12
10 How the engines differ 13
11 Google AI Overviews 14

KEY FINDINGS

01 What the data shows

CATEGORY RESULTS

5 groups

Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There is no pooled leader across unrelated groups. Wilson 95% intervals are descriptive. Neuromodulators: Dysport leads (46/48); Hair loss treatment: Rogaine, Hims and Propecia overlap (top count 47/72); Hair transplant clinics: Bernstein Medical and Bosley overlap (top count 28/48); Men's skincare: CeraVe tops a close field (37/48); Men's grooming tools: Philips Norelco and Braun overlap (top count 43/60).

NAMED FIRST

36/288 (12.5%)

Rogaine was the first brand named in 36 of 288 answers, more than any other tracked brand. Its average first position was 1.3. Hims was named first in 15 of 288.

GEMINI SKEW

17/72 (23.6%)

Gemini named Brickell in 17 of 72 answers. The other engines named it in 5 to 6 of 72.

OWN-SITE CITATIONS

26/284 (9.2%)

Bernstein Medical's own domains were cited in 26 of 284 grounded answers, more than any other tracked brand. HairClub followed at 25 of 284. 8 of 28 tracked brands had 0 of 284.

AIO TRIGGER

44/59 (74.6%)

Google AI Overviews appeared on 44 of 59 searches (CI 62.2–83.9%). On the other 15, no overview was shown.

AIO LEADER

11/44 (25%)

Botox was the brand named most often in AI Overviews, at 11 of 44, followed by Dysport at 8 of 44 (18.2%). In the four-engine set, Botox was named in 34 of 288 answers (11.8%).

TOP DOMAIN

38/284 (13.4%)

fortune.com was cited in 38 of 284 grounded four-engine answers, with 46 of 2,480 citations (1.9%). hairclub.com came second with 43 citations in 25 answers (8.8%).

NO TRACKED NAME

0/12 (0.0%)

For 'What should men look for in a plastic surgeon?', none of the tracked brands was named in any of 12 four-engine answers.

02 KEY FINDINGS

Category: Neuromodulators

48 four-engine answers to this group's 4 questions. Dysport leads this group.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Dysport**	46/48	95.8%	86.0–98.8%	15
2	**Botox**	34/48	70.8%	56.8–81.8%	29
3	**Xeomin**	31/48	64.6%	50.4–76.6%	0
4	**Daxxify**	30/48	62.5%	48.4–74.8%	4
5	**Jeuveau**	27/48	56.3%	42.3–69.3%	0

KEY FINDINGS

03 Category: Hair loss treatment

72 four-engine answers to this group's 6 questions. Rogaine, Hims and Propecia lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Rogaine**	47/72	65.3%	53.8–75.2%	36
2	**Hims**	38/72	52.8%	41.4–63.9%	10
3	**Propecia**	33/72	45.8%	34.8–57.3%	9
4	**Roman**	27/72	37.5%	27.2–49.0%	1
5	**Keeps**	23/72	31.9%	22.3–43.4%	2

04

KEY FINDINGS

Category: Hair transplant clinics

48 four-engine answers to this group's 4 questions. Bernstein Medical and Bosley lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Bernstein Medical**	28/48	58.3%	44.3–71.2%	17
2	**Bosley**	26/48	54.2%	40.3–67.4%	15
3	**HairClub**	14/48	29.2%	18.2–43.2%	0
4	**Shapiro Medical Group**	12/48	25.0%	14.9–38.8%	2
5	**AlviArmani**	4/48	8.3%	3.3–19.6%	0
6	**Hasson & Wong**	2/48	4.2%	1.2–14.0%	0

05 KEY FINDINGS

Category: Men's skincare

48 four-engine answers to this group's 4 questions. CeraVe tops a close field; 3 others are within its margin.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**CeraVe**	37/48	77.1%	63.5–86.7%	16
2	**Jack Black**	27/48	56.3%	42.3–69.3%	8
3	**Kiehl's**	27/48	56.3%	42.3–69.3%	4
4	**Brickell**	26/48	54.2%	40.3–67.4%	10
5	**La Roche-Posay**	15/48	31.3%	19.9–45.3%	7
6	**Clinique**	11/48	22.9%	13.3–36.5%	3
7	**Nivea Men**	7/48	14.6%	7.2–27.2%	0

06

KEY FINDINGS

Category: Men's grooming tools

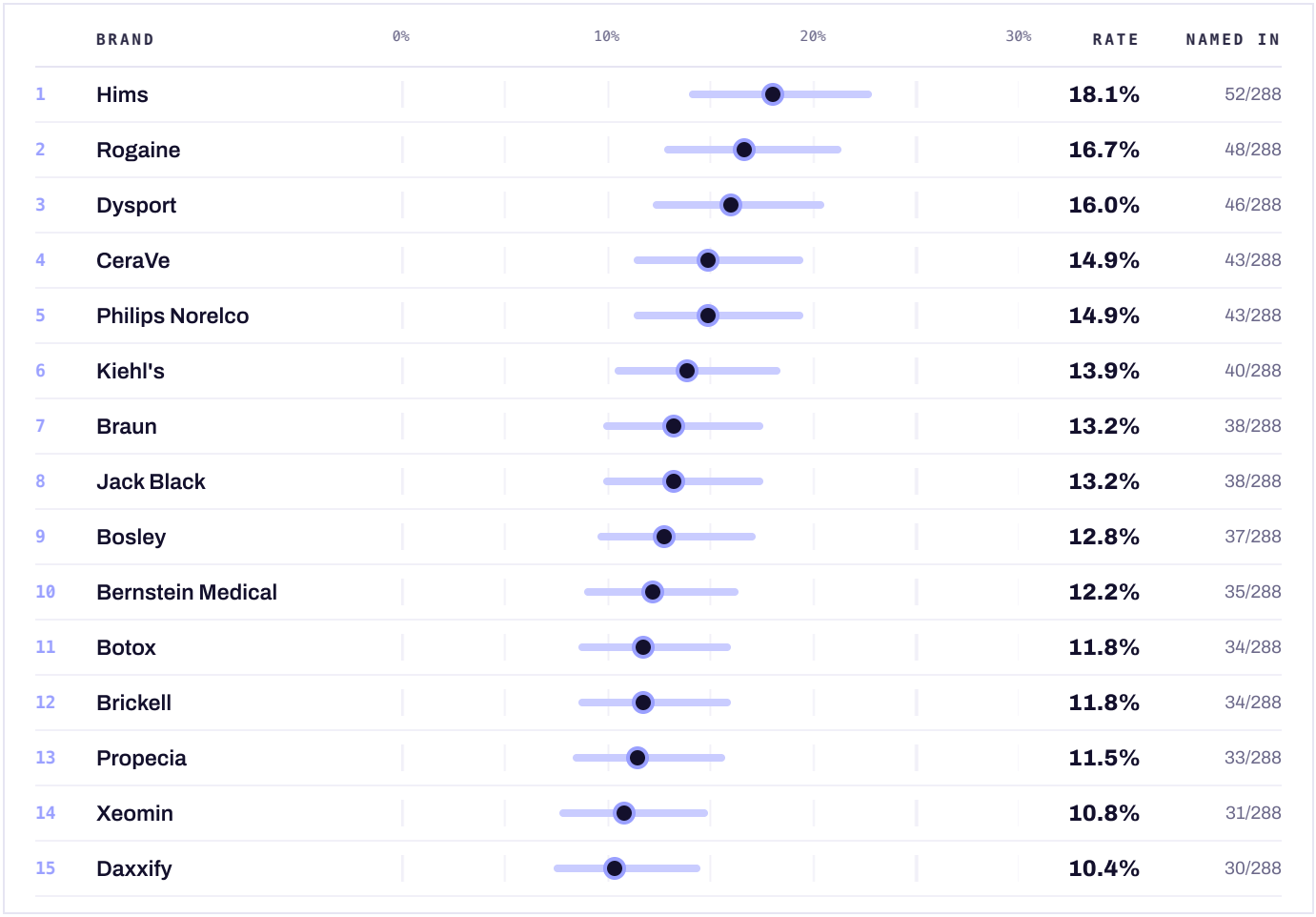
60 four-engine answers to this group's 5 questions. Philips Norelco and Braun lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Philips Norelco**	43/60	71.7%	59.2–81.5%	24
2	**Braun**	38/60	63.3%	50.7–74.4%	11
3	**Manscaped**	26/60	43.3%	31.6–55.9%	1
4	**Wahl**	20/60	33.3%	22.7–45.9%	4
5	**Gillette**	12/60	20.0%	11.8–31.8%	10

07 THE LEADERBOARD

Pooled appearance chart (secondary, not a leader ranking)

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	Hims	18.1%	52/288
2	Rogaine	16.7%	48/288
3	Dysport	16.0%	46/288
4	CeraVe	14.9%	43/288
5	Philips Norelco	14.9%	43/288
6	Kiehl's	13.9%	40/288
7	Braun	13.2%	38/288
8	Jack Black	13.2%	38/288
9	Bosley	12.8%	37/288
10	Bernstein Medical	12.2%	35/288
11	Botox	11.8%	34/288
12	Brickell	11.8%	34/288
13	Propecia	11.5%	33/288
14	Xeomin	10.8%	31/288
15	Daxxify	10.4%	30/288

07 THE LEADERBOARD

All tracked brands: pooled list (secondary)

Pooled across all 288 answers for reference only; brands are asked about in different groups, so pooled counts are not a cross-category ranking. Own-domain citation is the share of 284 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,480 citations. None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Hims	52/288	18.1%	14–22.9%	2.3	5.6% (16/284)	0.8%
2	Rogaine	48/288	16.7%	12.8–21.4%	1.3	1.8% (5/284)	0.2%
3	Dysport	46/288	16%	12.2–20.6%	1.8	1.4% (4/284)	0.2%
4	CeraVe	43/288	14.9%	11.3–19.5%	2.2	1.8% (5/284)	0.2%
5	Philips Norelco	43/288	14.9%	11.3–19.5%	2	0% (0/284)	0%
6	Kiehl's	40/288	13.9%	10.4–18.4%	3.2	2.8% (8/284)	0.3%
7	Braun	38/288	13.2%	9.8–17.6%	2.3	1.8% (5/284)	0.2%
8	Jack Black	38/288	13.2%	9.8–17.6%	2.6	0.7% (2/284)	0.1%
9	Bosley	37/288	12.8%	9.5–17.2%	1.7	7.7% (22/284)	0.9%
10	Bernstein Medical	35/288	12.2%	8.9–16.4%	1.8	9.2% (26/284)	1.3%
11	Botox	34/288	11.8%	8.6–16%	1.2	0% (0/284)	0%
12	Brickell	34/288	11.8%	8.6–16%	2.6	3.5% (10/284)	0.4%
13	Propecia	33/288	11.5%	8.3–15.7%	1.9	None	None
14	Xeomin	31/288	10.8%	7.7–14.9%	2.8	0% (0/284)	0%
15	Daxxify	30/288	10.4%	7.4–14.5%	3.9	0.4% (1/284)	0%
16	Jeuveau	27/288	9.4%	6.5–13.3%	3.5	0% (0/284)	0%
17	Roman	27/288	9.4%	6.5–13.3%	3.3	None	None
18	HairClub	26/288	9%	6.2–12.9%	2.1	8.8% (25/284)	1.7%
19	Manscaped	26/288	9%	6.2–12.9%	3.1	0.7% (2/284)	0.1%
20	Keeps	23/288	8%	5.4–11.7%	2.8	1.4% (4/284)	0.2%
21	Nivea Men	21/288	7.3%	4.8–10.9%	2.5	0.4% (1/284)	0%
22	Wahl	20/288	6.9%	4.5–10.5%	2.8	1.4% (4/284)	0.2%
23	La Roche-Posay	19/288	6.6%	4.3–10.1%	1.8	0% (0/284)	0%
24	Clinique	18/288	6.3%	4–9.7%	3.4	1.4% (4/284)	0.2%
25	Gillette	12/288	4.2%	2.4–7.1%	2.1	0% (0/284)	0%
26	Shapiro Medical Group	12/288	4.2%	2.4–7.1%	2.5	8.5% (24/284)	1.3%
27	AlviArmani	4/288	1.4%	0.5–3.5%	3	1.4% (4/284)	0.2%
28	Hasson & Wong	2/288	0.7%	0.2–2.5%	2.5	0.7% (2/284)	0.1%

08

THE LEADERBOARD

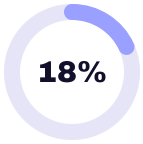
Separate table: device (not ranked)

The hair-restoration device tracked in the earlier edition, counted in the same 288 answers but not ranked against brands.

NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
ARTAS iXi	**14/288**	4.9%	2.9–8.0%	14

PROFILES

09 The top eight, side by side

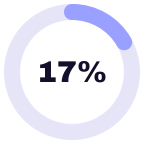


RANK 1

Hims

52/288 answers · 95% CI 14–22.9%

2.3	5.6%	0.8%
first-mention position	owned-domain citation (16/284)	citation share

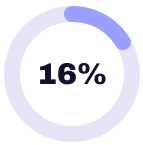


RANK 2

Rogaine

48/288 answers · 95% CI 12.8–21.4%

1.3	1.8%	0.2%
first-mention position	owned-domain citation (5/284)	citation share

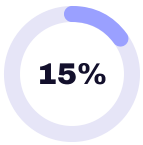


RANK 3

Dysport

46/288 answers · 95% CI 12.2–20.6%

1.8	1.4%	0.2%
first-mention position	owned-domain citation (4/284)	citation share

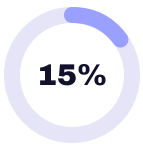


RANK 4

CeraVe

43/288 answers · 95% CI 11.3–19.5%

2.2	1.8%	0.2%
first-mention position	owned-domain citation (5/284)	citation share

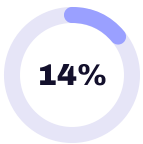


RANK 5

Philips Norelco

43/288 answers · 95% CI 11.3–19.5%

2	0%	0%
first-mention position	owned-domain citation (0/284)	citation share

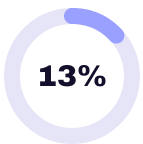


RANK 6

Kiehl's

40/288 answers · 95% CI 10.4–18.4%

3.2	2.8%	0.3%
first-mention position	owned-domain citation (8/284)	citation share

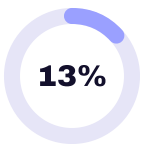


RANK 7

Braun

38/288 answers · 95% CI 9.8–17.6%

2.3	1.8%	0.2%
first-mention position	owned-domain citation (5/284)	citation share



RANK 8

Jack Black

38/288 answers · 95% CI 9.8–17.6%

2.6	0.7%	0.1%
first-mention position	owned-domain citation (2/284)	citation share

10

HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Brickell in 17 of 72 answers. The other engines named it in 5 to 6 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Rogaine	**19.4%**
Bosley	**19.4%**
HairClub	**18.1%**
Dysport	**16.7%**
CeraVe	**16.7%**
Kiehl's	**16.7%**

Claude

72 ASKED | 72 RETURNED | 68 GROUNDED

Hims	**25%**
Philips Norelco	**19.4%**
Braun	**18.1%**
Rogaine	**16.7%**
Kiehl's	**16.7%**
Dysport	**15.3%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Hims	**23.6%**
Jack Black	**23.6%**
Brickell	**23.6%**
Rogaine	**16.7%**
Dysport	**16.7%**
Philips Norelco	**16.7%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

CeraVe	**19.4%**
La Roche-Posay	**16.7%**
Hims	**15.3%**
Dysport	**15.3%**
Rogaine	**13.9%**
Botox	**13.9%**

GOOGLE AI OVERVIEWS

11 The fifth engine

Google AI Overviews were captured through 59 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 44 = 332 answers.



TRIGGER RATE

Google AI Overviews appeared on 44 of 59 searches (74.6%, CI 62.2–83.9%). The other 15 searches showed no overview. Within the 44 overviews, Botox was named in 11 (25%), Dysport was named in 8 (18.2%), Hims was named in 7 (15.9%), Rogaine was named in 5 (11.4%). youtube.com was the most-cited source, with 29 citations and an appearance in 15 of 44 overviews.

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

1	Hims	17.8%	=
2	Dysport	16.3%	▲ 1
3	Rogaine	16.0%	▼ 1
4	Philips Norelco	14.2%	▲ 1
5	CeraVe	13.9%	▼ 1
6	Botox	13.6%	▲ 5
7	Jack Black	13.0%	▲ 1
8	Kiehl's	12.3%	▼ 2
9	Bosley	12.3%	=
10	Braun	11.4%	▼ 3

12

LEADERS BY QUESTION

Who each question surfaces first

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

Q01 · 12 ANSWERS

Rogaine 91.7%

Propecia	83.3%
Hims	75%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Bernstein Medical 100%

Bosley	75%
Shapiro Medical Group	33.3%

AI Overview shown on 0 of 3 searches

Q03 · 12 ANSWERS

Bernstein Medical 50%

TIED WITH BOSLEY

Bosley	50%
HairClub	41.7%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Hims 100%

TIED WITH ROMAN

Roman	100%
Keeps	75%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Botox 100%

Dysport	83.3%
Xeomin	58.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Dysport 100%

Botox	75%

AI Overview shown on 3 of 3 searches

WHO THE ENGINES CITE

13 Most-cited domains

The four engines produced 2,480 citations in total. fortune.com was cited most often, with 46 citations (1.9%) across 38 answers. Next came hairclub.com (43), plasticsurgery.org (41), ncoa.org (39), menshealth.com (38), en.wikipedia.org (37).

FOUR AI ENGINES · SHARE OF 284 GROUNDED ANSWERS

fortune.com	**13.4%**
menshealth.com	**11.3%**
youtube.com	**10.6%**
gq.com	**9.9%**
en.wikipedia.org	**9.5%**
aad.org	**9.5%**
bernsteinmedical.com	**9.2%**
hairclub.com	**8.8%**
shapiromedical.com	**8.5%**
americanhairloss.org	**8.5%**

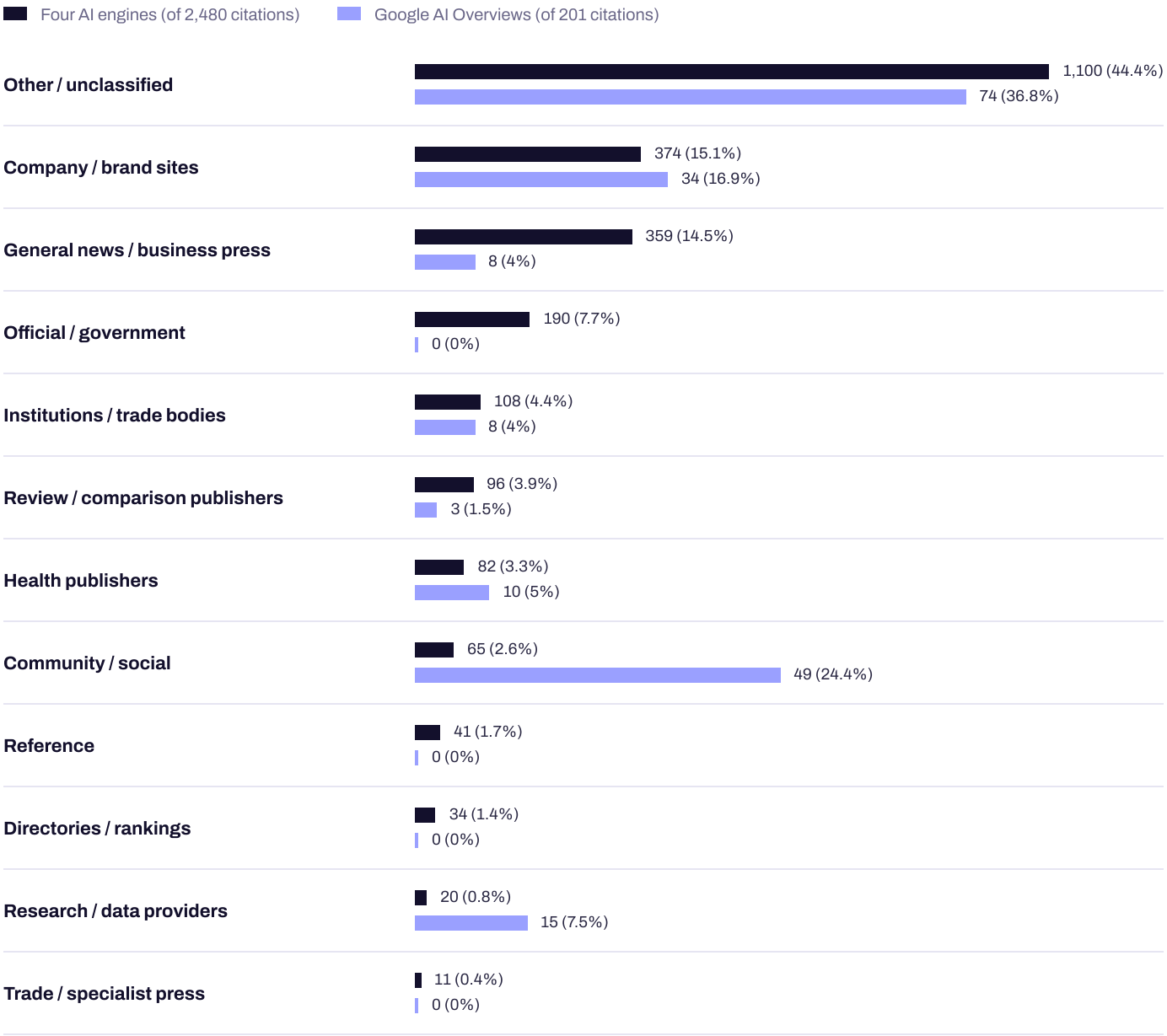
GOOGLE AI OVERVIEWS · SHARE OF 44 OVERVIEWS

youtube.com	**34.1%**
reddit.com	**20.5%**
jamanetwork.com	**15.9%**
drsukkar.com	**13.6%**
hims.com	**13.6%**
aafp.org	**11.4%**
goodrx.com	**11.4%**
health.harvard.edu	**11.4%**
bosley.com	**9.1%**
cnn.com	**9.1%**

WHO THE ENGINES CITE

14 Citation share by source type

Share of all citations by the type of site cited.



15

WHAT THE DATA SUGGESTS

How can brands 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.	Bernstein Medical's own domains were cited in 9.2% of grounded answers, Bosley's in 7.7% and Hims' in 5.6%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were fortune.com (in 13.4% of grounded answers), menshealth.com (11.3%), youtube.com (10.6%), gq.com (9.9%) and en.wikipedia.org (9.5%). General news and business press supplied 14.5% of citations and official and government 7.7%.
Check each engine separately.	Gemini named Jack Black in 23.6% of answers against 4.2% on Perplexity. Gemini named Brickell in 23.6% of answers against 6.9% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 7.5% of Google AI Overview citations against 2.6% in the four chat engines. youtube.com was cited in 34.1% of overviews, reddit.com in 20.5% and goodrx.com in 11.4%.
Watch names outside the tracked list.	Finasteride (21 answers), Baxter of California (17 answers), Minoxidil (17 answers), Neutrogena (12 answers), Blu Atlas (12 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

16 What AI answers

Q1 Is there one overall male aesthetics leader?

No. Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There is no pooled leader across unrelated groups. Wilson 95% intervals are descriptive. Neuromodulators: Dysport leads (46/48); Hair loss treatment: Rogaine, Hims and Propecia overlap (top count 47/72); Hair transplant clinics: Bernstein Medical and Bosley overlap (top count 28/48); Men's skincare: CeraVe tops a close field (37/48); Men's grooming tools: Philips Norelco and Braun overlap (top count 43/60).

Q2 Which brand is named first most often?

Rogaine was the first brand named in 36 of 288 answers, with an average first position of 1.3.

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

An overview appeared on 44 of 59 searches (74.6%, CI 62.2–83.9%). Within those 44 overviews, Botox was named most often, in 11 (25%).

Q4 Which sources do the engines cite?

Across 2,480 four-engine citations, fortune.com was cited most (46 citations, in 38 of 284 grounded answers), followed by hairclub.com (43 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Brickell in 17 of 72 answers, against 5 to 6 of 72 on the other engines. Gemini named Jack Black in 17 of 72 answers, against 3 to 12 of 72 on the other engines.

METHODOLOGY

17 How this study was measured

24	×	3	×	4	=	288	+	59
questions		runs each		AI engines		answers		Google searches · 44 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 4, 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	68
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	59	44 shown	44

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 28 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Finasteride (21 answers), Baxter of California (17 answers), Minoxidil (17 answers), Neutrogena (12 answers), Blu Atlas (12 answers).
- 347 of 360 planned results were returned. 13 AI Overview lookups were excluded after at most three total attempts.
- 59 successful Google searches: 44 overviews shown; 15 without an overview. Failures are excluded, not scored as zero.
- 4 chat answers had no search sources and are left out of the citation figures.
- Question 5 names Botox and question 6 names Botox and Dysport, so Botox's count includes up to 24 answers and Dysport's up to 12 answers to questions that name them.
- Without those two questions, the neuromodulator group has 24 answers: Dysport, Xeomin and Daxxify are each named in 24, Jeuveau in 20 and Botox in 13, so Dysport's lead in this group rests on those two questions.
- Names with no tracked own site are shown as None. Source types use Company / brand sites only for verified official organisations; 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.
- Drug brands and providers are ranked in their own category tables; counts are not combined by manufacturer.
- The ARTAS iXi hair transplant device is shown in its own table and is not ranked.
- FUE, FUT, minoxidil, finasteride and "Brotox" are techniques, generic drugs or slang, not brands, so they are not scored.
- Keeps, Hims, Roman, Brickell and Jack Black were counted only when used as brand names in a treatment or product context; Jack Black the actor never counts.

APPENDIX

18 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	What is the best hair loss treatment for men?	Male Aesthetics Index 2.0	CORE QUESTION
02	Best hair transplant clinics in the US	Male Aesthetics Index 2.0	CORE QUESTION
03	FUE vs FUT hair transplant which is better	Male Aesthetics Index 2.0	CORE QUESTION
04	Best online hair loss treatment for men	Male Aesthetics Index 2.0	CORE QUESTION
05	Is Botox for men worth it?	Male Aesthetics Index 2.0	CORE QUESTION
06	Botox vs Dysport for men	Male Aesthetics Index 2.0	CORE QUESTION
07	Best skincare brands for men	Male Aesthetics Index 2.0	CORE QUESTION
08	Best anti-aging products for men	Male Aesthetics Index 2.0	CORE QUESTION
09	Best men's grooming brands	Male Aesthetics Index 2.0	CORE QUESTION
10	Best body grooming trimmer for men	Male Aesthetics Index 2.0	CORE QUESTION
11	What should men look for in a plastic surgeon?	Male Aesthetics Index 2.0	CORE QUESTION
12	Best minoxidil or finasteride brand for men	Male Aesthetics Index 2.0	CORE QUESTION
13	How do topical and oral minoxidil treatments differ?	Male Aesthetics Index 2.0	ADDED QUESTION
14	Which providers offer in-person hair loss consultations for men in the US?	Male Aesthetics Index 2.0	ADDED QUESTION
15	What qualifications do hair transplant surgeons hold in the US?	Male Aesthetics Index 2.0	ADDED QUESTION
16	Which US hair restoration clinics publish their procedure outcomes?	Male Aesthetics Index 2.0	ADDED QUESTION
17	Which injectable neuromodulators are available in the US?	Male Aesthetics Index 2.0	ADDED QUESTION
18	How long do the effects of injectable neuromodulators usually last?	Male Aesthetics Index 2.0	ADDED QUESTION
19	Which men's skincare brands offer fragrance-free moisturizers?	Male Aesthetics Index 2.0	ADDED QUESTION
20	Which men's skincare brands sell mineral sunscreens?	Male Aesthetics Index 2.0	ADDED QUESTION
21	What is the difference between an electric foil shaver and a rotary shaver?	Male Aesthetics Index 2.0	ADDED QUESTION
22	Which brands make beard trimmers with replaceable cutting heads?	Male Aesthetics Index 2.0	ADDED QUESTION
23	Which grooming brands offer products for sensitive skin?	Male Aesthetics Index 2.0	ADDED QUESTION
24	How do prescription and over-the-counter hair loss products differ?	Male Aesthetics Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Male Aesthetics Index 2.0

Measured November 4, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research