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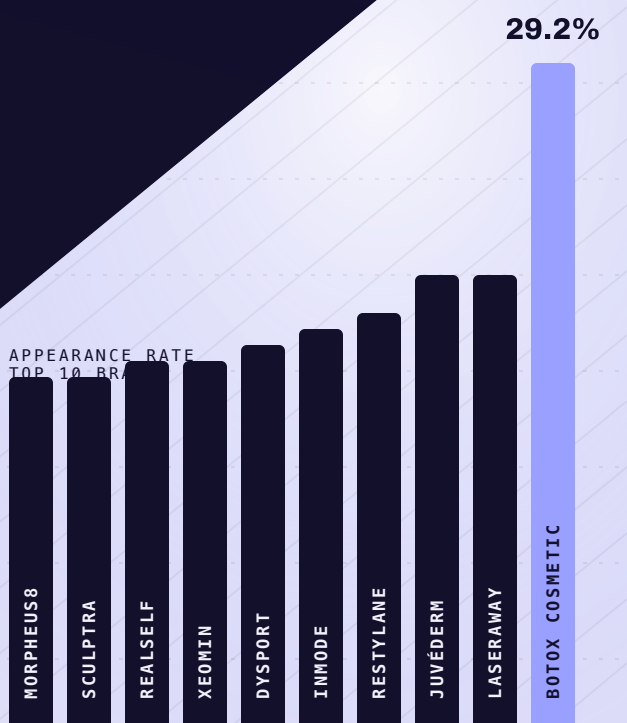
MED SPA & AESTHETICS INDEX 2.0

Which aesthetic brands AI engines name
288 AI answers · October 30, 2026

Measured :
October 30, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 46 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Three brands lead. All three are within the margin.

BOTOX Cosmetic: 84/288 (29.2%; 95% interval 24.2–34.7%). JUVÉDERM: 57/288 (19.8%; 95% interval 15.6–24.8%). Their 95% intervals overlap. LaserAway (57/288) is also within the margin.

Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

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

29.2%
of answers named BOTOX Cosmetic, the most-named (84 of 288)

32
tracked brands named at least once (of 53)

83.6%
of Google searches showed an AI Overview (46 of 55)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 07
04 How the engines differ 08
05 Google AI Overviews 09
06 Leaders by question 10
07 Who the engines cite 11
08 Improving AI visibility 13
09 Questions people ask 14
10 Methodology 15
A Appendix: the 24 questions 16

KEY FINDINGS

01 What the data shows

MOST NAMED

84/288 (29.2%)

BOTOX Cosmetic appeared in 84 of 288 four-engine answers (CI 24.2–34.7%). JUVÉDERM appeared in 57 of 288 (19.8%, CI 15.6–24.8%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

60/288 (20.8%)

BOTOX Cosmetic was the first brand named in 60 of 288 answers, more than any other tracked brand. Its average first position was 1.4.

OWN-SITE CITATIONS

41/285 (14.4%)

RealSelf's own domains were cited in 41 of 285 grounded answers, more than any other tracked brand. Milan Laser Hair Removal followed at 18 of 285. 28 of 53 tracked brands had 0 of 285.

AIO TRIGGER

46/55 (83.6%)

Google AI Overviews appeared on 46 of 55 searches (CI 71.7–91.1%). On the other 9, no overview was shown.

AIO LEADER

12/46 (26.1%)

BOTOX Cosmetic was the brand named most often in AI Overviews, at 12 of 46, followed by RealSelf at 10 of 46 (21.7%). In the four-engine set, BOTOX Cosmetic was named in 84 of 288 answers (29.2%).

TOP DOMAIN

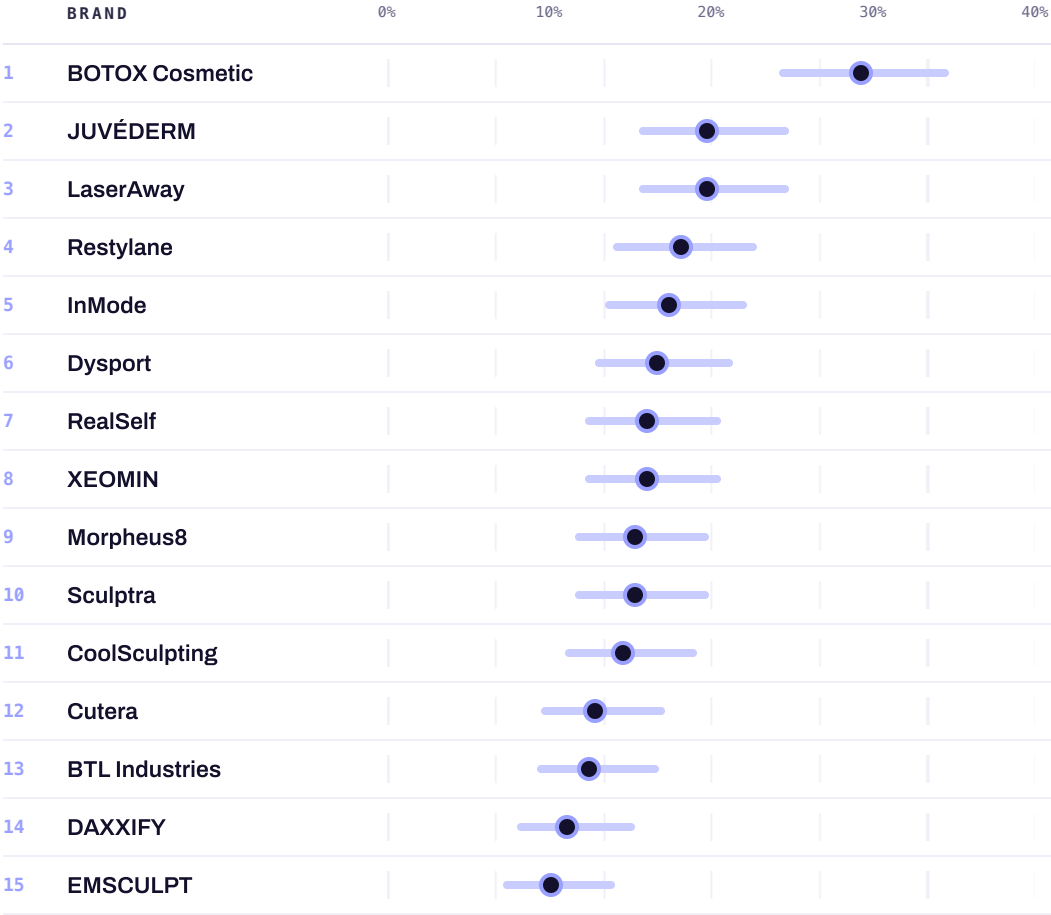
43/285 (15.1%)

pmc.ncbi.nlm.nih.gov was cited in 43 of 285 grounded four-engine answers, with 87 of 2,424 citations (3.6%). fda.gov came second with 66 citations in 47 answers (16.5%).

02 THE LEADERBOARD

Which brands 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	BOTOX Cosmetic	29.2%	84/288
2	JUVÉDERM	19.8%	57/288
3	LaserAway	19.8%	57/288
4	Restylane	18.1%	52/288
5	InMode	17.4%	50/288
6	Dysport	16.7%	48/288
7	RealSelf	16.0%	46/288
8	XEOMIN	16.0%	46/288
9	Morpheus8	15.3%	44/288
10	Sculptra	15.3%	44/288
11	CoolSculpting	14.6%	42/288
12	Cutera	12.8%	37/288
13	BTL Industries	12.5%	36/288
14	DAXXIFY	11.1%	32/288
15	EMSCULPT	10.1%	29/288

THE LEADERBOARD

02 The full list

Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,424 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	BOTOX Cosmetic	84/288	29.2%	24.2–34.7%	1.4	0.4% (1/285)	0%
2	JUVÉDERM	57/288	19.8%	15.6–24.8%	2.1	2.1% (6/285)	0.2%
3	LaserAway	57/288	19.8%	15.6–24.8%	2.1	5.3% (15/285)	0.9%
4	Restylane	52/288	18.1%	14–22.9%	2.7	0% (0/285)	0%
5	InMode	50/288	17.4%	13.4–22.2%	2.7	4.9% (14/285)	0.6%
6	Dysport	48/288	16.7%	12.8–21.4%	2.4	0% (0/285)	0%
7	RealSelf	46/288	16%	12.2–20.6%	1.4	14.4% (41/285)	2.1%
8	XEOMIN	46/288	16%	12.2–20.6%	3.6	0.7% (2/285)	0.1%
9	Morpheus8	44/288	15.3%	11.6–19.9%	1.7	4.9% (14/285)	0.6%
10	Sculptra	44/288	15.3%	11.6–19.9%	3.2	0% (0/285)	0%
11	CoolSculpting	42/288	14.6%	11–19.1%	1.4	1.8% (5/285)	0.2%
12	Cutera	37/288	12.8%	9.5–17.2%	3.6	0.7% (2/285)	0.1%
13	BTL Industries	36/288	12.5%	9.2–16.8%	3.6	1.1% (3/285)	0.1%
14	DAXXIFY	32/288	11.1%	8–15.3%	3.7	0% (0/285)	0%
15	EMSCULPT	29/288	10.1%	7.1–14.1%	2.7	1.1% (3/285)	0.1%
16	SkinSpirit	29/288	10.1%	7.1–14.1%	2.3	3.2% (9/285)	0.4%
17	BELOTERO	28/288	9.7%	6.8–13.7%	3.6	0% (0/285)	0%
18	Milan Laser Hair Removal	28/288	9.7%	6.8–13.7%	1.4	6.3% (18/285)	0.9%
19	Lutronic	24/288	8.3%	5.7–12.1%	3.5	0.7% (2/285)	0.1%
20	Solta Medical	21/288	7.3%	4.8–10.9%	2.1	0.4% (1/285)	0%
21	Sev Skin	16/288	5.6%	3.4–8.8%	3.3	0.7% (2/285)	0.1%
22	Schweiger Dermatology Group	12/288	4.2%	2.4–7.1%	2.3	4.6% (13/285)	0.7%
23	BodyTite	11/288	3.8%	2.1–6.7%	5.5	4.9% (14/285)	0.6%
24	KYBELLA	10/288	3.5%	1.9–6.3%	3.3	0% (0/285)	0%
25	Ever/Body	8/288	2.8%	1.4–5.4%	2.6	0.7% (2/285)	0.1%
26	Forefront Dermatology	8/288	2.8%	1.4–5.4%	3.4	2.1% (6/285)	0.2%
27	U.S. Dermatology Partners	6/288	2.1%	1–4.5%	4.5	1.8% (5/285)	0.2%
28	Sono Bello	3/288	1%	0.4–3%	1	0% (0/285)	0%

02 THE LEADERBOARD

The full list (continued)

None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Allē	2/288	0.7%	0.2–2.5%	2	0.7% (2/285)	0.1%
30	Riverchase Dermatology	2/288	0.7%	0.2–2.5%	3.5	0% (0/285)	0%
31	Hydrafacial	1/288	0.3%	0.1–1.9%	3	0% (0/285)	0%
32	Skinney Medspa	1/288	0.3%	0.1–1.9%	2	0.4% (1/285)	0%
33	AEDIT	0/288	0%	0–1.3%	–	2.1% (6/285)	0.2%
34	AIRE Aesthetics	0/288	0%	0–1.3%	–	None	None
35	Advanced Skin Fitness	0/288	0%	0–1.3%	–	0% (0/285)	0%
36	Aesthetica	0/288	0%	0–1.3%	–	None	None
37	Ageless MD	0/288	0%	0–1.3%	–	None	None
38	Alchemy 43	0/288	0%	0–1.3%	–	0% (0/285)	0%
39	Allure MedSpa	0/288	0%	0–1.3%	–	None	None
40	Beverly Hills Rejuvenation Center	0/288	0%	0–1.3%	–	0% (0/285)	0%
41	BodyBeautiful	0/288	0%	0–1.3%	–	None	None
42	Buckhead Plastic Surgery	0/288	0%	0–1.3%	–	0% (0/285)	0%
43	DermSurgery Associates	0/288	0%	0–1.3%	–	0.4% (1/285)	0%
44	Epione Beverly Hills	0/288	0%	0–1.3%	–	0% (0/285)	0%
45	Houston Aesthetic Center	0/288	0%	0–1.3%	–	None	None
46	MD Aesthetics	0/288	0%	0–1.3%	–	None	None
47	Memorial Aesthetics	0/288	0%	0–1.3%	–	None	None
48	Skin Phoenix	0/288	0%	0–1.3%	–	None	None
49	SkinMedic	0/288	0%	0–1.3%	–	None	None
50	Smooth Synergy	0/288	0%	0–1.3%	–	0% (0/285)	0%
51	Spa Bella	0/288	0%	0–1.3%	–	None	None
52	Spa Botanica	0/288	0%	0–1.3%	–	None	None
53	Tribeca MedSpa	0/288	0%	0–1.3%	–	0% (0/285)	0%

PROFILES

03 The top eight, side by side



RANK 1

BOTOX Cosmetic

84/288 answers · 95% CI 24.2–34.7%

1.4	0.4%	0%
first-mention position	owned-domain citation (1/285)	citation share



RANK 2

JUVÉDERM

57/288 answers · 95% CI 15.6–24.8%

2.1	2.1%	0.2%
first-mention position	owned-domain citation (6/285)	citation share

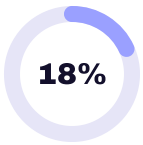


RANK 3

LaserAway

57/288 answers · 95% CI 15.6–24.8%

2.1	5.3%	0.9%
first-mention position	owned-domain citation (15/285)	citation share

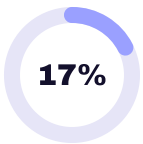


RANK 4

Restylane

52/288 answers · 95% CI 14–22.9%

2.7	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

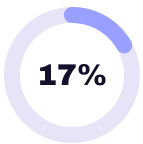


RANK 5

InMode

50/288 answers · 95% CI 13.4–22.2%

2.7	4.9%	0.6%
first-mention position	owned-domain citation (14/285)	citation share

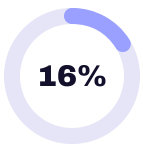


RANK 6

Dysport

48/288 answers · 95% CI 12.8–21.4%

2.4	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

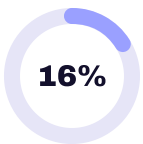


RANK 7

RealSelf

46/288 answers · 95% CI 12.2–20.6%

1.4	14.4%	2.1%
first-mention position	owned-domain citation (41/285)	citation share



RANK 8

XEOMIN

46/288 answers · 95% CI 12.2–20.6%

3.6	0.7%	0.1%
first-mention position	owned-domain citation (2/285)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

RealSelf	**26.4%**
BOTOX Cosmetic	**25%**
LaserAway	**22.2%**
InMode	**19.4%**
JUVÉDERM	**18.1%**
Restylane	**16.7%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

BOTOX Cosmetic	**34.7%**
LaserAway	**19.4%**
InMode	**16.7%**
Morpheus8	**16.7%**
JUVÉDERM	**15.3%**
Restylane	**15.3%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

BOTOX Cosmetic	**31.9%**
JUVÉDERM	**29.2%**
LaserAway	**25%**
Dysport	**25%**
Restylane	**23.6%**
XEOMIN	**22.2%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

BOTOX Cosmetic	**25%**
JUVÉDERM	**16.7%**
Restylane	**16.7%**
Sculptra	**15.3%**
LaserAway	**12.5%**
InMode	**12.5%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 55 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 46 = 334 answers.



TRIGGER RATE

Google AI Overviews appeared on 46 of 55 searches (83.6%, CI 71.7–91.1%). The other 9 searches showed no overview. Within the 46 overviews, BOTOX Cosmetic was named in 12 (26.1%), RealSelf was named in 10 (21.7%), Morpheus8 was named in 10 (21.7%), JUVÉDERM was named in 9 (19.6%). google.com was the most-cited source, with 51 citations and an appearance in 24 of 46 overviews.

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

1	BOTOX Cosmetic	28.7%	=
2	JUVÉDERM	19.8%	=
3	LaserAway	18.3%	=
4	Restylane	18.0%	=
5	RealSelf	16.8%	▲ 2
6	InMode	16.5%	▼ 1
7	Dysport	16.5%	▼ 1
8	Morpheus8	16.2%	▲ 1
9	XEOMIN	15.9%	▼ 1
10	Sculptra	15.9%	=

06

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

BOTOX Cosmetic 100%

TIED WITH DYSPORT, XEOMIN

Dysport	100%
XEOMIN	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

BOTOX Cosmetic 100%

TIED WITH DYSPORT, XEOMIN

Dysport	100%
XEOMIN	100%

AI Overview shown on 2 of 2 searches

Q03 · 12 ANSWERS

Restylane 100%

TIED WITH JUVÉDERM

JUVÉDERM	100%
BELOTERO	41.7%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

JUVÉDERM 100%

TIED WITH RESTYLANE

Restylane	100%
BELOTERO	83.3%

AI Overview shown on 0 of 2 searches

Q05 · 12 ANSWERS

CoolSculpting 100%

EMSCULPT	83.3%
BTL Industries	83.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

CoolSculpting 100%

RealSelf	66.7%
EMSCULPT	16.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,424 citations in total. pmc.ncbi.nlm.nih.gov was cited most often, with 87 citations (3.6%) across 43 answers. Next came fda.gov (66), realself.com (51), prospyrmed.com (43), accessdata.fda.gov (37), en.wikipedia.org (27).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

fda.gov	**16.5%**
pmc.ncbi.nlm.nih.gov	**15.1%**
prospyrmed.com	**15.1%**
realself.com	**14.4%**
en.wikipedia.org	**9.5%**
accessdata.fda.gov	**8.8%**
plasticsurgery.org	**6.7%**
cosmeticinjectables.com	**6%**
aad.org	**6%**
facebeautyscience.com	**6%**

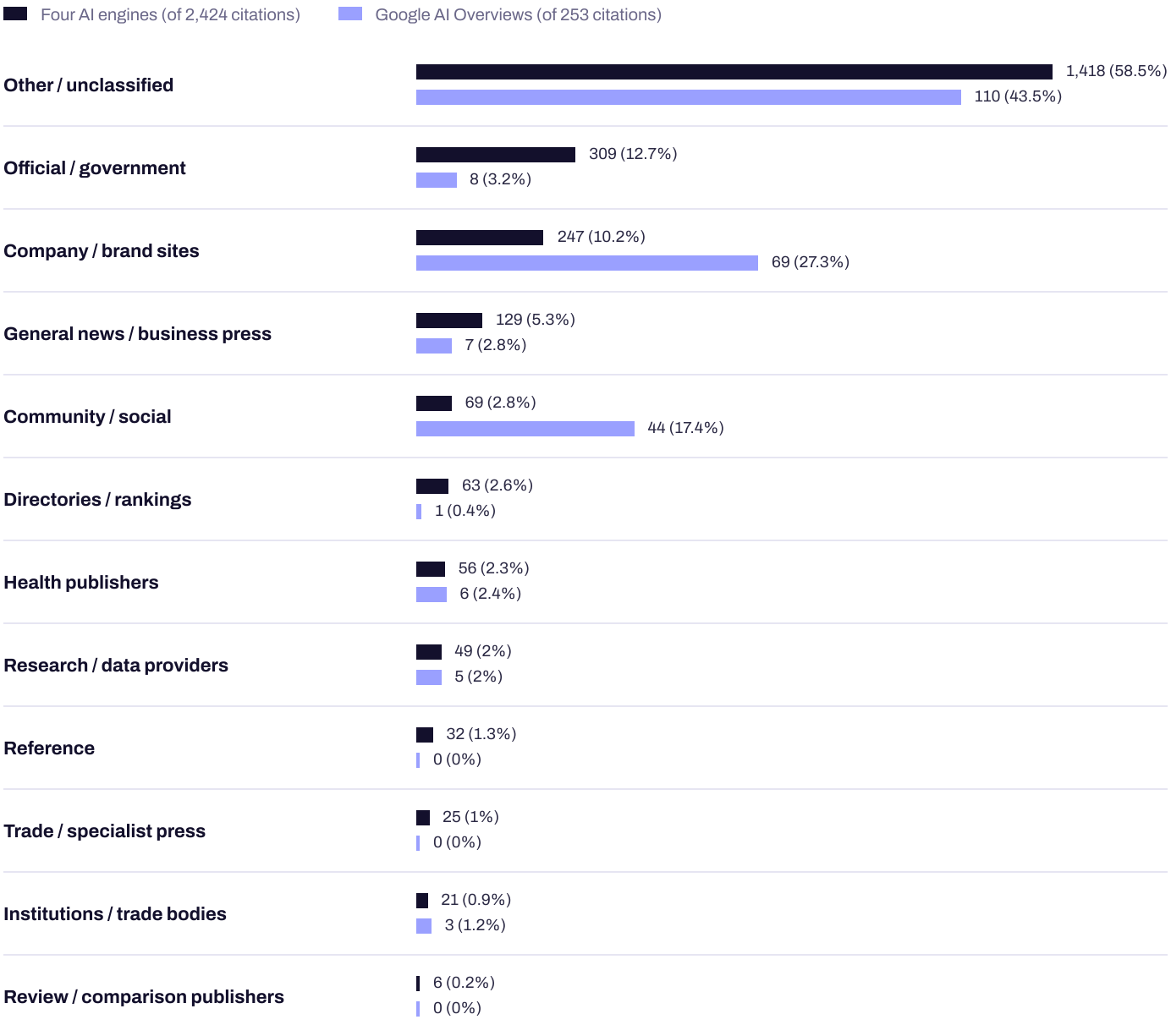
GOOGLE AI OVERVIEWS · SHARE OF 46 OVERVIEWS

google.com	**52.2%**
youtube.com	**30.4%**
americanboardcosme...	**19.6%**
reddit.com	**15.2%**
facebook.com	**8.7%**
realself.com	**8.7%**
goodrx.com	**8.7%**
pmc.ncbi.nlm.nih.gov	**6.5%**
aad.org	**6.5%**
allure.com	**6.5%**

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 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.	RealSelf's own domains were cited in 14.4% of grounded answers, LaserAway's in 5.3% and Morpheus8's in 4.9%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were fda.gov (in 16.5% of grounded answers), pmc.ncbi.nlm.nih.gov (15.1%), prospyrmed.com (15.1%), en.wikipedia.org (9.5%) and accessdata.fda.gov (8.8%). Official and government supplied 12.7% of citations and general news and business press 5.3%.
Check each engine separately.	ChatGPT named RealSelf in 26.4% of answers against 8.3% on Perplexity. Gemini named JUVÉDERM in 29.2% of answers against 15.3% on Claude.
Do not ignore video and community sites.	Community and social sites supplied 3.3% of Google AI Overview citations against 2.8% in the four chat engines. youtube.com was cited in 30.4% of overviews, reddit.com in 15.2% and facebook.com in 8.7%.
Watch names outside the tracked list.	Merz Aesthetics (33 answers), SculpSure (16 answers), VIO Med Spa (16 answers), Jeuveau (13 answers), Galderma (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

09 What AI answers

Q1 Which brand do AI engines name most often?

BOTOX Cosmetic, named in 84 of 288 four-engine answers (29.2%, CI 24.2–34.7%). JUVÉDERM was second at 57 of 288 (19.8%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which brand is named first most often?

BOTOX Cosmetic was the first brand named in 60 of 288 answers, with an average first position of 1.4.

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

An overview appeared on 46 of 55 searches (83.6%, CI 71.7–91.1%). Within those 46 overviews, BOTOX Cosmetic was named most often, in 12 (26.1%).

Q4 Which sources do the engines cite?

Across 2,424 four-engine citations, pmc.ncbi.nlm.nih.gov was cited most (87 citations, in 43 of 285 grounded answers), followed by fda.gov (66 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	55
questions		runs each		AI engines		answers		Google searches · 46 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30, 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	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	55	46 shown	46

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 53 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 Merz Aesthetics (33 answers), SculpSure (16 answers), VIO Med Spa (16 answers), Jeuveau (13 answers), Galderma (12 answers).
- 343 of 360 planned results were returned. 17 AI Overview lookups were excluded after at most three total attempts.
- 55 successful Google searches: 46 overviews shown; 9 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- 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.
- Ideal Image is not tracked: it closed, and Elase and Perfect Dose took over some former locations. SEV Laser is counted as Sev Skin, its current name. Twelve providers from the original report are counted only by their exact names because several local businesses may share them; none was named in these answers.
- Two Core questions name brands: "Botox vs Dysport vs Xeomin which lasts longest?" and "Is CoolSculpting worth it?" Without them, BOTOX Cosmetic is named in 72 of 264 answers, still the most. This study counts names in AI answers; it makes no safety or efficacy claim about any treatment or provider.
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

A 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 wrinkle injection?	Med Spa Index	CORE QUESTION
02	Botox vs Dysport vs Xeomin which lasts longest?	Med Spa Index	CORE QUESTION
03	What is the best dermal filler for lips?	Med Spa Index	CORE QUESTION
04	What is the best filler for cheeks and under-eyes?	Med Spa Index	CORE QUESTION
05	What is the best non-surgical fat reduction treatment?	Med Spa Index	CORE QUESTION
06	Is CoolSculpting worth it?	Med Spa Index	CORE QUESTION
07	What is the best laser hair removal chain in the US?	Med Spa Index	CORE QUESTION
08	Which med spa chains are most trusted?	Med Spa Index	CORE QUESTION
09	How do I find a safe, qualified injector?	Med Spa Index	CORE QUESTION
10	What is the best skin tightening treatment without surgery?	Med Spa Index	CORE QUESTION
11	Is radiofrequency microneedling worth it?	Med Spa Index	CORE QUESTION
12	Where can I read honest reviews of cosmetic treatments?	Med Spa Index	CORE QUESTION
13	Should I go to a dermatologist or a med spa for Botox?	Med Spa Index	CORE QUESTION
14	Which cosmetic neurotoxin brands are approved for use in the United States?	Med Spa Index	ADDED QUESTION
15	Which dermal filler brands publish approved treatment indications?	Med Spa Index	ADDED QUESTION
16	Which biostimulator brands are used in US aesthetic medicine?	Med Spa Index	ADDED QUESTION
17	Which non-surgical body contouring brands publish clinical evidence?	Med Spa Index	ADDED QUESTION
18	Which laser hair removal chains operate across multiple US states?	Med Spa Index	ADDED QUESTION
19	Which med spa chains publish information about clinical supervision?	Med Spa Index	ADDED QUESTION
20	Which dermatology groups offer cosmetic treatments across multiple locations?	Med Spa Index	ADDED QUESTION
21	Which skin tightening device brands publish clinical trial results?	Med Spa Index	ADDED QUESTION
22	Which radiofrequency microneedling device brands are used in US clinics?	Med Spa Index	ADDED QUESTION
23	Which cosmetic treatment marketplaces list verified patient reviews?	Med Spa Index	ADDED QUESTION
24	Which aesthetic treatment providers publish information about practitioner credentials?	Med Spa Index	ADDED QUESTION

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