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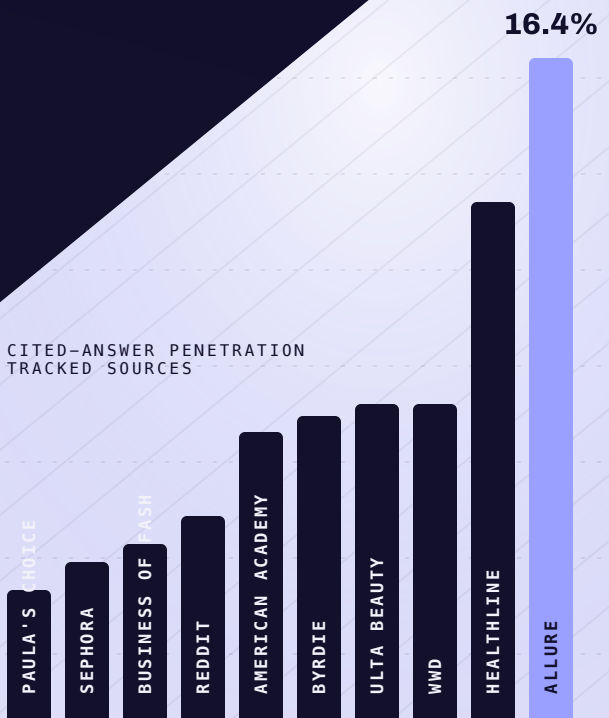
# BEAUTY SOURCES INDEX 2.0

Which beauty sources AI engines cite
288 AI answers · November 1 to 2, 2026

**Measured :**
November 1 to 2, 2026
24 questions × 3 runs · 288 AI answers

**Engines :**
ChatGPT · Claude · Gemini · Perplexity
plus 53 Google AI Overviews

**Prepared by :**
5W Public Relations
5wpr.com



AT A GLANCE

# Allure and Healthline lead. Too close to separate.

Allure: 46/281 (16.4%; 95% interval 12.5–21.1%). Healthline: 36/281 (12.8%; 95% interval 9.4–17.2%). Their 95% intervals overlap; neither can be called the sole leader. The most-cited untracked site, whowhatwear.com, was cited in 49 answers, more than Allure.

> Version 2. This version replaces the first version of this study, first published June 9, 2026. It uses measured counts, so the two versions are not comparable.

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

**16.4%**
of 281 grounded answers cited Allure (46/281)

**13**
tracked sources cited at least once (of 18)

**84.1%**
of Google searches showed an AI Overview (53 of 63)

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KEY FINDINGS

# 01 What the data shows

MOST CITED TRACKED SOURCES

## 46/281 (16.4%)

Allure and Healthline lead this measured set. Allure: 46/281 (16.4%; 95% interval 12.5–21.1%). Healthline: 36/281 (12.8%; 95% interval 9.4–17.2%). Their 95% intervals overlap; neither can be called the sole leader. The ranking covers tracked sources only. Untracked cited domains include whowhatwear.com (49 answers), youtube.com (41 answers), nbcnews.com (38 answers), goodhousekeeping.com (31 answers), skinsort.com (26 answers), vogue.com (26 answers), en.wikipedia.org (25 answers), dermstore.com (22 answers), marieclaire.com (22 answers), dermondemand.com (19 answers). Some were cited as often as or more than the tracked leaders.

NAMED FIRST

## 43/288 (14.9%)

Paula's Choice was the first tracked source named in 43 of 288 answers, more than any other tracked source. Its average first position was 1.3. Allure was named first in 15 of 288.

CHATGPT SKEW

## 14/72 (19.4%)

ChatGPT named Allure in 14 of 72 answers. The other engines named it in 1 to 3 of 72.

CHATGPT SKEW

## 15/72 (20.8%)

ChatGPT named American Academy of Dermatology in 15 of 72 answers. The other engines named it in 0 to 5 of 72.

OWN-SITE CITATIONS

## 46/281 (16.4%)

Allure's own domains were cited in 46 of 281 grounded answers, more than any other tracked source. Healthline followed at 36 of 281. 5 of 18 tracked sources had 0 of 281.

AIO TRIGGER

## 53/63 (84.1%)

Google AI Overviews appeared on 53 of 63 searches (CI 73.2–91.1%). On the other 10, no overview was shown.

AIO LEADER

## 12/53 (22.6%)

Reddit was the source named most often in AI Overviews, at 12 of 53, followed by Sephora at 8 of 53 (15.1%). In the four-engine set, Reddit was named in 14 of 288 answers (5%).

TOP DOMAIN

## 49/281 (17.4%)

whowhatwear.com was cited in 49 of 281 grounded four-engine answers, with 54 of 2,333 citations (2.3%). allure.com came second with 53 citations in 46 answers (16.4%).

NO TRACKED NAME

## 0/12 (0%)

For 'Who owns The Ordinary?', none of the tracked sources was named in any of 12 four-engine answers.

02 THE LEADERBOARD

# Tracked sources by cited-answer penetration

Ranking of tracked sources by citation penetration across 281 grounded answers; not textual mentions.




| | BRAND | RATE | NAMED IN |
|---|---|---|---|
| 1 | Allure | 16.4% | 46/281 |
| 2 | Healthline | 12.8% | 36/281 |
| 3 | Ulta Beauty | 7.8% | 22/281 |
| 4 | WWD | 7.8% | 22/281 |
| 5 | Byrdie | 7.5% | 21/281 |
| 6 | American Academy of Dermatology | 7.1% | 20/281 |
| 7 | Reddit | 5.0% | 14/281 |
| 8 | Business of Fashion | 4.3% | 12/281 |
| 9 | Sephora | 3.9% | 11/281 |
| 10 | Paula's Choice | 3.2% | 9/281 |
| 11 | Skincarisma | 2.5% | 7/281 |
| 12 | Glossy | 1.1% | 3/281 |
| 13 | Cult Beauty | 0.7% | 2/281 |

02 THE LEADERBOARD

# The full list

Tracked platforms only. Text mention and first-mention data remain separate in the evidence. None means no own site is tracked for that name.

| # | TRACKED SOURCE | CITED ANSWERS | CITATION PENETRATION | 95% INTERVAL | FIRST MENTION | OWN-DOMAIN CITATION | CITATION SHARE |
|---|---|---|---|---|---|---|---|
| 1 | Allure | 46/281 | 16.4% | 12.5–21.1% | 1.5 | 16.4% (46/281) | 2.3% |
| 2 | Healthline | 36/281 | 12.8% | 9.4–17.2% | 1.3 | 12.8% (36/281) | 1.7% |
| 3 | Ulta Beauty | 22/281 | 7.8% | 5.2–11.6% | 2.6 | 7.8% (22/281) | 0.9% |
| 4 | WWD | 22/281 | 7.8% | 5.2–11.6% | 1.8 | 7.8% (22/281) | 0.9% |
| 5 | Byrdie | 21/281 | 7.5% | 4.9–11.2% | 2.7 | 7.5% (21/281) | 0.9% |
| 6 | American Academy of Dermatology | 20/281 | 7.1% | 4.7–10.7% | 1.4 | 7.1% (20/281) | 1.2% |
| 7 | Reddit | 14/281 | 5% | 3–8.2% | 2.3 | 5% (14/281) | 1% |
| 8 | Business of Fashion | 12/281 | 4.3% | 2.5–7.3% | 1.8 | 4.3% (12/281) | 0.5% |
| 9 | Sephora | 11/281 | 3.9% | 2.2–6.9% | 1.9 | 3.9% (11/281) | 0.5% |
| 10 | Paula's Choice | 9/281 | 3.2% | 1.7–6% | 1.3 | 3.2% (9/281) | 0.4% |
| 11 | Skincarisma | 7/281 | 2.5% | 1.2–5.1% | 2.3 | 2.5% (7/281) | 0.3% |
| 12 | Glossy | 3/281 | 1.1% | 0.4–3.1% | – | 1.1% (3/281) | 0.1% |
| 13 | Cult Beauty | 2/281 | 0.7% | 0.2–2.6% | – | 0.7% (2/281) | 0.1% |
| 14 | Beauty Inc | 0/281 | 0% | 0–1.3% | 3 | None | None |
| 15 | CosDNA | 0/281 | 0% | 0–1.3% | 2.6 | 0% (0/281) | 0% |
| 16 | INCIDecoder | 0/281 | 0% | 0–1.3% | 1.7 | 0% (0/281) | 0% |
| 17 | The Strategist | 0/281 | 0% | 0–1.3% | 1 | 0% (0/281) | 0% |
| 18 | Vogue Business | 0/281 | 0% | 0–1.3% | 2 | 0% (0/281) | 0% |

02 UNTRACKED SOURCES

# Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include whowhatwear.com (49 answers), youtube.com (41 answers), nbcnews.com (38 answers), goodhousekeeping.com (31 answers), skinsort.com (26 answers), vogue.com (26 answers), en.wikipedia.org (25 answers), dermstore.com (22 answers), marieclaire.com (22 answers), dermondemand.com (19 answers). Some were cited as often as or more than the tracked leaders.

| DOMAIN | CITED ANSWERS | PENETRATION | CITATION SHARE |
|---|---|---|---|
| whowhatwear.com | 49/281 | 17.4% | 2.3% |
| youtube.com | 41/281 | 14.6% | 1.8% |
| nbcnews.com | 38/281 | 13.5% | 2.2% |
| goodhousekeeping.com | 31/281 | 11.0% | 1.3% |
| skinsort.com | 26/281 | 9.3% | 1.6% |
| vogue.com | 26/281 | 9.3% | 1.4% |
| en.wikipedia.org | 25/281 | 8.9% | 1.6% |
| dermstore.com | 22/281 | 7.8% | 0.9% |
| marieclaire.com | 22/281 | 7.8% | 0.9% |
| dermondemand.com | 19/281 | 6.8% | 0.8% |
| everydayhealth.com | 18/281 | 6.4% | 1.0% |
| forbes.com | 18/281 | 6.4% | 0.8% |
| fortune.com | 18/281 | 6.4% | 0.8% |
| today.com | 17/281 | 6.0% | 0.7% |
| aol.com | 15/281 | 5.3% | 0.6% |
| ewg.org | 15/281 | 5.3% | 0.8% |
| pmc.ncbi.nlm.nih.gov | 15/281 | 5.3% | 0.9% |
| cnn.com | 14/281 | 5.0% | 0.6% |
| cosmeticsbusiness.com | 14/281 | 5.0% | 0.9% |
| globalcosmeticsnews.com | 14/281 | 5.0% | 0.8% |

02 TEXT MENTIONS

# Secondary measure: text mentions

Answers naming each tracked source in text, out of 288 four-engine answers. This is secondary; the main ranking above is citation penetration of grounded answers.

| # | TRACKED SOURCE | NAMED ANSWERS | APPEARANCE RATE | NAMED FIRST |
|---|---|---|---|---|
| 1 | Paula's Choice | 54/288 | 18.8% | 43 |
| 2 | Sephora | 46/288 | 16.0% | 19 |
| 3 | Ulta Beauty | 25/288 | 8.7% | 8 |
| 4 | Allure | 21/288 | 7.3% | 15 |
| 5 | American Academy of Dermatology | 21/288 | 7.3% | 13 |
| 6 | INCIDecoder | 18/288 | 6.3% | 11 |
| 7 | CosDNA | 12/288 | 4.2% | 1 |
| 8 | Business of Fashion | 10/288 | 3.5% | 4 |
| 9 | Reddit | 10/288 | 3.5% | 1 |
| 10 | Skincarisma | 8/288 | 2.8% | 2 |
| 11 | Healthline | 6/288 | 2.1% | 5 |
| 12 | WWD | 6/288 | 2.1% | 3 |
| 13 | Byrdie | 3/288 | 1.0% | 0 |
| 14 | The Strategist | 2/288 | 0.7% | 2 |
| 15 | Beauty Inc | 1/288 | 0.3% | 0 |
| 16 | Vogue Business | 1/288 | 0.3% | 0 |
| 17 | Cult Beauty | 0/288 | 0.0% | 0 |
| 18 | Glossy | 0/288 | 0.0% | 0 |

PROFILES

# 03 The top eight, side by side

RANK 1

## Allure

16%

Cited in 46/281 grounded answers · 95% interval 12.5–21.1%

| 1.5 | 16.4% | 2.3% |
|---|---|---|
| first-mention position | owned-domain citation (46/281) | citation share |

RANK 2

## Healthline

13%

Cited in 36/281 grounded answers · 95% interval 9.4–17.2%

| 1.3 | 12.8% | 1.7% |
|---|---|---|
| first-mention position | owned-domain citation (36/281) | citation share |

RANK 3

## Ulta Beauty

8%

Cited in 22/281 grounded answers · 95% interval 5.2–11.6%

| 2.6 | 7.8% | 0.9% |
|---|---|---|
| first-mention position | owned-domain citation (22/281) | citation share |

RANK 4

## WWD

8%

Cited in 22/281 grounded answers · 95% interval 5.2–11.6%

| 1.8 | 7.8% | 0.9% |
|---|---|---|
| first-mention position | owned-domain citation (22/281) | citation share |

RANK 5

## Byrdie

8%

Cited in 21/281 grounded answers · 95% interval 4.9–11.2%

| 2.7 | 7.5% | 0.9% |
|---|---|---|
| first-mention position | owned-domain citation (21/281) | citation share |

RANK 6

## American Academy of Dermatology

7%

Cited in 20/281 grounded answers · 95% interval 4.7–10.7%

| 1.4 | 7.1% | 1.2% |
|---|---|---|
| first-mention position | owned-domain citation (20/281) | citation share |

RANK 7

## Reddit

5%

Cited in 14/281 grounded answers · 95% interval 3.0–8.2%

| 2.3 | 5% | 1% |
|---|---|---|
| first-mention position | owned-domain citation (14/281) | citation share |

RANK 8

## Business of Fashion

4%

Cited in 12/281 grounded answers · 95% interval 2.5–7.3%

| 1.8 | 4.3% | 0.5% |
|---|---|---|
| first-mention position | owned-domain citation (12/281) | citation share |

04

HOW THE ENGINES DIFFER

# Same questions, different answers

Cited-answer penetration for tracked sources, using each engine's own grounded-answer denominator.

## ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

| | |
|---|---|
| **American Academy of ...** | **22.2%** |
| Allure | **18.1%** |
| Paula's Choice | **9.7%** |
| Ulta Beauty | **6.9%** |
| Sephora | **5.6%** |
| Healthline | **4.2%** |

## Claude

72 ASKED | 72 RETURNED | 65 GROUNDED

| | |
|---|---|
| **WWD** | **18.5%** |
| Healthline | **9.2%** |
| Business of Fashion | **9.2%** |
| Glossy | **3.1%** |
| Skincarisma | **1.5%** |
| Allure | **0%** |

## Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

| | |
|---|---|
| **Ulta Beauty** | **15.3%** |
| Reddit | **13.9%** |
| WWD | **5.6%** |
| Sephora | **5.6%** |
| Healthline | **4.2%** |
| Paula's Choice | **2.8%** |

## Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

| | |
|---|---|
| **Allure** | **45.8%** |
| Healthline | **33.3%** |
| Byrdie | **29.2%** |
| Ulta Beauty | **8.3%** |
| WWD | **8.3%** |
| Business of Fashion | **8.3%** |

BY SECTOR

# 04 Which platforms each sector cites

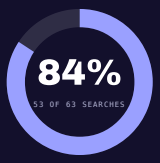
Up to three tracked sources cited in the most grounded answers per sector (three questions each), as cited answers / grounded answers. Sources with no citations are left out.

| SECTOR | FOUR CHAT ENGINES: MOST-CITED TRACKED PLATFORMS | GOOGLE AI OVERVIEWS |
|---|---|---|
| brand and business | **Business of Fashion (9/60), WWD (9/60), Glossy (2/60)** | Reddit (3/13), WWD (1/13) |
| ingredients | **Healthline (17/53), American Academy of Dermatology (12/53), Paula's Choice (8/53)** | Healthline (6/14), Allure (3/14), Reddit (3/14) |
| product recommendation | **Allure (30/108), Healthline (18/108), Byrdie (15/108)** | Allure (6/17), Reddit (4/17), Byrdie (2/17) |
| sources | **Reddit (6/24), Skincarisma (6/24), Allure (3/24)** | Beauty Inc (None/None) |
| trends and news | **Allure (6/36), WWD (6/36), Ulta Beauty (5/36)** | Beauty Inc (None/None) |

GOOGLE AI OVERVIEWS

# 05 The fifth engine

AI Overview rankings below use citations to tracked source domains; they are not pooled with text-mention rankings.




TRIGGER RATE

53 of 63 successful searches showed an AI Overview. Reddit was cited in 10/53 overviews (18.9%). Allure was cited in 9/53 overviews (17.0%). Healthline was cited in 6/53 overviews (11.3%). Ulta Beauty was cited in 4/53 overviews (7.5%).

TRACKED PLATFORM RANK IN AI OVERVIEWS (CHAT CITATION RANK IN ARROWS)

| | | | | |
|---|---|---|---|---|
| 1 | Reddit | 18.9% | ▲ 6 |
| 2 | Allure | 17.0% | ▼ 1 |
| 3 | Healthline | 11.3% | ▼ 1 |
| 4 | Ulta Beauty | 7.5% | ▼ 1 |
| 5 | Byrdie | 3.8% | = |
| 6 | WWD | 1.9% | ▼ 2 |
| 7 | Sephora | 1.9% | ▲ 2 |
| 8 | The Strategist | 1.9% | ▲ 9 |
| 9 | American Academy of Dermatology | 0.0% | ▼ 3 |
| 10 | Business of Fashion | 0.0% | ▼ 2 |

LEADERS BY QUESTION

# 06 Who each question surfaces first

Six questions, ranked by cited-domain penetration within each question's grounded answers.

Q01 · 12 GROUNDED ANSWERS

**Allure** 25%

TIED WITH AMERICAN ACADEMY OF DERMATOLOGY, HEALTHLINE

| | |
|---|---|
| American Academy of Dermatology | 25% |
| Healthline | 25% |

AI Overview shown on 1 of 3 successful searches

Q02 · 12 GROUNDED ANSWERS

**Byrdie** 25%

TIED WITH HEALTHLINE

| | |
|---|---|
| Healthline | 25% |
| Allure | 8.3% |

AI Overview shown on 2 of 3 successful searches

Q03 · 12 GROUNDED ANSWERS

**Healthline** 58.3%

| | |
|---|---|
| Allure | 25% |
| Byrdie | 25% |

AI Overview shown on 3 of 3 successful searches

Q04 · 12 GROUNDED ANSWERS

**Healthline** 58.3%

| | |
|---|---|
| American Academy of Dermatology | 25% |
| Byrdie | 25% |

AI Overview shown on 3 of 3 successful searches

Q05 · 9 GROUNDED ANSWERS

**Healthline** 33.3%

| | |
|---|---|
| Ulta Beauty | 11.1% |
| Allure | 0% |

AI Overview shown on 3 of 3 successful searches

Q06 · 12 GROUNDED ANSWERS

**Byrdie** 25%

| | |
|---|---|
| Reddit | 16.7% |
| Allure | 8.3% |

AI Overview shown on 0 of 3 successful searches

07

WHO THE ENGINES CITE

# Most-cited domains

The four engines produced 2,333 citations in total. whowhatwear.com was cited most often, with 54 citations (2.3%) across 49 answers. Next came allure.com (53), nbcnews.com (52), youtube.com (41), healthline.com (39), skinsort.com (38).

FOUR AI ENGINES · SHARE OF 281 GROUNDED ANSWERS

| | |
|---|---|
| **whowhatwear.com** | **17.4%** |
| **allure.com** | **16.4%** |
| **youtube.com** | **14.6%** |
| nbcnews.com | **13.5%** |
| healthline.com | **12.8%** |
| goodhousekeeping.com | **11%** |
| skinsort.com | **9.3%** |
| vogue.com | **9.3%** |
| en.wikipedia.org | **8.9%** |
| dermstore.com | **7.8%** |

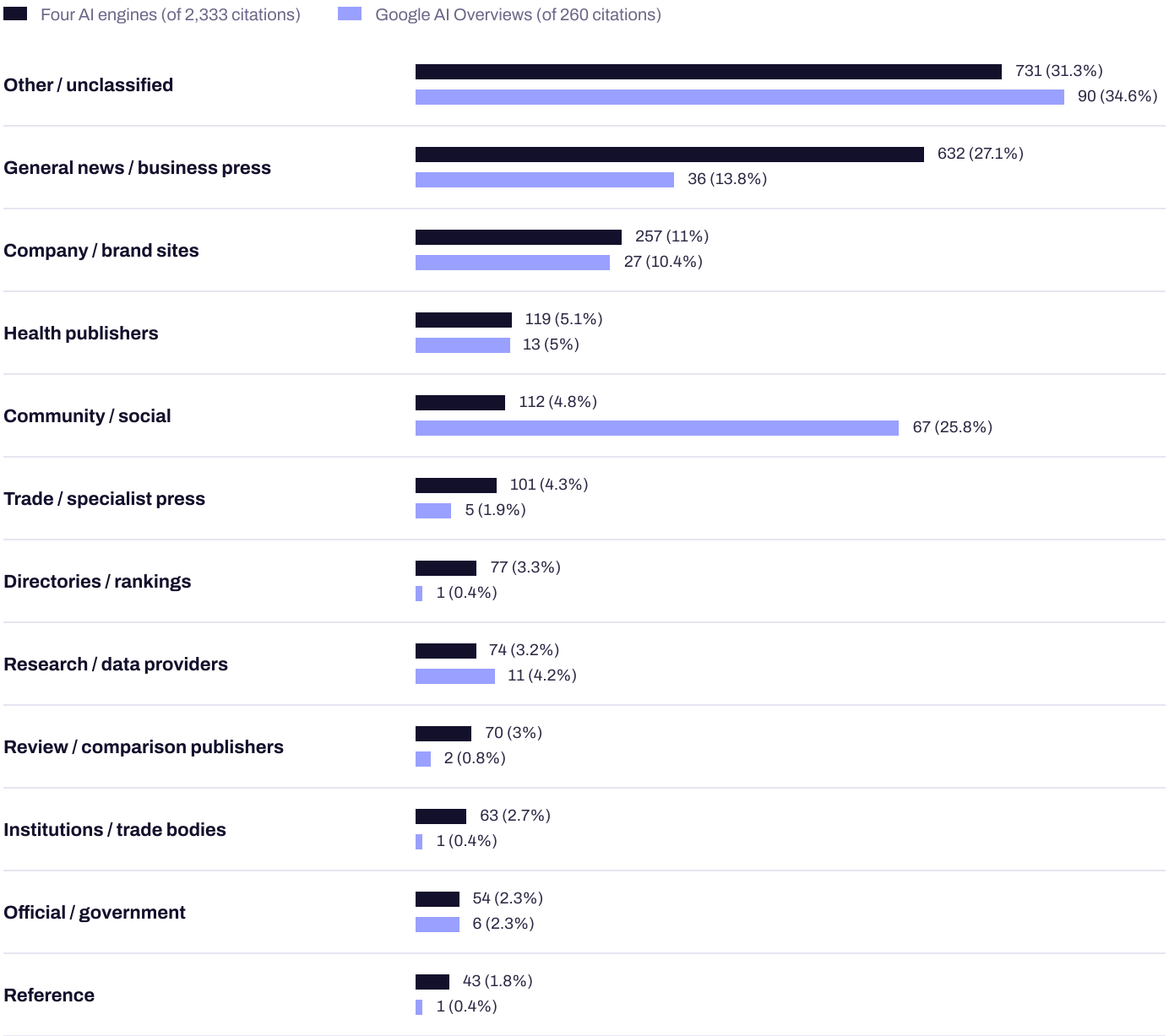
GOOGLE AI OVERVIEWS · SHARE OF 53 OVERVIEWS

| | |
|---|---|
| **youtube.com** | **47.2%** |
| **reddit.com** | **18.9%** |
| **allure.com** | **17%** |
| healthline.com | **11.3%** |
| theinkeylist.com | **11.3%** |
| facebook.com | **11.3%** |
| instagram.com | **11.3%** |
| cerave.com.au | **9.4%** |
| mckinsey.com | **9.4%** |
| linkedin.com | **7.5%** |

WHO THE ENGINES CITE

# 08 Citation share by source type

Share of all citations by the type of site cited.



09

WHAT THE DATA SUGGESTS

# How can beauty sources 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. | Allure's own domains were cited in 16.4% of grounded answers, Healthline's in 12.8% and WWD's in 7.8%. Allure was named in only 7.3% of answers, yet its own domains were cited in 16.4%. |
| Keep your facts accurate on the sites engines cite. | The most-cited sites other than the tracked names' own were whowhatwear.com (in 17.4% of grounded answers), youtube.com (14.6%), nbcnews.com (13.5%), goodhousekeeping.com (11.0%) and skinsort.com (9.3%). General news and business press supplied 27.1% of citations and health publishers 5.1%. |
| Check each engine separately. | Gemini named Paula's Choice in 30.6% of answers against 8.3% on Perplexity. ChatGPT named American Academy of Dermatology in 20.8% of answers against 0.0% on Gemini. |
| Re-run the same questions every month. | Compare counts and intervals, not ranks. The 24 questions are in the appendix. |

QUESTIONS PEOPLE ASK

# 10 What AI answers

## Q1 Which tracked sources are cited most often?

Allure and Healthline lead this measured set. Allure: 46/281 (16.4%; 95% interval 12.5–21.1%). Healthline: 36/281 (12.8%; 95% interval 9.4–17.2%). Their 95% intervals overlap; neither can be called the sole leader. The ranking covers tracked sources only. Untracked cited domains include whowhatwear.com (49 answers), youtube.com (41 answers), nbcnews.com (38 answers), goodhousekeeping.com (31 answers), skinsort.com (26 answers), vogue.com (26 answers), en.wikipedia.org (25 answers), dermstore.com (22 answers), marieclaire.com (22 answers), dermondemand.com (19 answers). Some were cited as often as or more than the tracked leaders.

## Q2 Which source is named first most often?

Paula's Choice was the first tracked source named in 43 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 53 of 63 searches (84.1%, CI 73.2–91.1%). Within those 53 overviews, Reddit was named most often, in 12 (22.6%).

## Q4 Which sources do the engines cite?

Across 2,333 four-engine citations, whowhatwear.com was cited most (54 citations, in 49 of 281 grounded answers), followed by allure.com (53 citations).

## Q5 Do the four engines agree?

Only in part. ChatGPT named Allure in 14 of 72 answers, against 1 to 3 of 72 on the other engines. ChatGPT named American Academy of Dermatology in 15 of 72 answers, against 0 to 5 of 72 on the other engines.

METHODOLOGY

# 11 How this study was measured

| 24 | × | 3 | × | 4 | = | 288 | + | 63 |
|---|---|---|---|---|---|---|---|---|
| questions | | runs each | | AI engines | | answers | | Google searches · 53 AI Overviews |

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 1 to 2, 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 | 65 |
| **Gemini** | gemini-3.6-flash | 72 | 72 | 72 |
| **Perplexity** | sonar-pro | 72 | 72 | 72 |
| **Google AI Overviews** | DataForSEO Google SERP (live, advanced) | 63 | 53 shown | 53 |

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

## METRIC DEFINITIONS

- Citation penetration: grounded answers citing tracked source domains ÷ grounded answers, with Wilson 95% intervals. Text mentions remain separate in the evidence.
- 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 18 tracked sources are ranked; results are not an exhaustive market ranking.
- 351 of 360 planned results were returned. 9 AI Overview lookups were excluded after at most three total attempts.
- 63 successful Google searches: 53 overviews shown; 10 without an overview. Failures are excluded, not scored as zero.
- 7 chat answers had no search sources and are left out of the citation figures.
- Measured across two days, November 1 to 2, 2026.
- No Core question names a tracked name.
- 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.
- Ranked by citation penetration of grounded answers, with text mentions secondary and the top untracked cited domains beside the ranking.
- The ranking covers tracked sources only. Untracked cited domains include whowhatwear.com (49 answers), youtube.com (41 answers), nbcnews.com (38 answers), goodhousekeeping.com (31 answers), skinsort.com (26 answers), vogue.com (26 answers), en.wikipedia.org (25 answers), dermstore.com (22 answers), marieclaire.com (22 answers), dermondemand.com (19 answers). Some were cited as often as or more than the tracked leaders.
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

# 12 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 moisturizer for dry sensitive skin? | Beauty Sources Index 2.0 | CORE QUESTION |
| 02 | What is the best vitamin C serum? | Beauty Sources Index 2.0 | CORE QUESTION |
| 03 | What is the best sunscreen for oily skin? | Beauty Sources Index 2.0 | CORE QUESTION |
| 04 | Is niacinamide safe to use with retinol? | Beauty Sources Index 2.0 | CORE QUESTION |
| 05 | What does hyaluronic acid do for skin? | Beauty Sources Index 2.0 | CORE QUESTION |
| 06 | What are the best Korean skincare products? | Beauty Sources Index 2.0 | CORE QUESTION |
| 07 | What are the best drugstore foundations? | Beauty Sources Index 2.0 | CORE QUESTION |
| 08 | Who owns The Ordinary? | Beauty Sources Index 2.0 | CORE QUESTION |
| 09 | What are the biggest beauty trends this year? | Beauty Sources Index 2.0 | CORE QUESTION |
| 10 | Which beauty brands are growing fastest? | Beauty Sources Index 2.0 | CORE QUESTION |
| 11 | What are the best sources for honest skincare reviews? | Beauty Sources Index 2.0 | CORE QUESTION |
| 12 | How can I check what ingredients are in a skincare product? | Beauty Sources Index 2.0 | CORE QUESTION |
| 13 | What is the best retinol serum for beginners? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 14 | What is the best shampoo for thinning hair? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 15 | What is the best mascara? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 16 | What are the best fragrances for women? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 17 | What does salicylic acid do for acne? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 18 | Which skincare ingredients should not be used together? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 19 | Who owns the biggest beauty brands? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 20 | Which beauty companies made the largest acquisitions recently? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 21 | How big is the US beauty market? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 22 | What are the latest beauty industry news stories? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 23 | Which skincare trends are popular on TikTok? | Beauty Sources Index 2.0 | ADDED QUESTION |
| 24 | Where can I find independent comparisons of skincare product ingredients? | Beauty Sources Index 2.0 | ADDED QUESTION |

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