BELLWEATHER REPORTS

Competitive Intelligence Report

Medical aesthetics — a major US market

EDITION	Published — redacted
CLIENT	Single-location med spa, major US metro
COMPETITOR SET	Seven independent operators, same market
RESEARCH COMPLETED	9 August 2026
SOURCES	Public review platforms, Meta Ad Library, competitor websites

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What this report is

Seven competitors were examined across five areas: what their customers say publicly, what they advertise, what they publish about themselves, what they charge, and how they describe what they do.

Everything here comes from public sources — review platforms, the Meta Ad Library, and the competitors' own websites. Nothing was obtained through interviews, surveys, mystery shopping, or any private channel. In the edition delivered to the client, every factual claim carries a live link to the page it was read from.

Where something could not be verified from a source we could read, it is marked as not established rather than estimated. Those gaps are listed in full at the end. They are part of the report.

A NOTE ON THIS EDITION

This is the published edition of a report originally prepared for a client. It has been redacted so that no business in it can be identified.

The client is described only as a single-location med spa in a major US metropolitan market. The seven competitors appear as Competitor A to Competitor G, and the city is not named. Review text has been paraphrased rather than quoted, because a verbatim quotation can be pasted into a search engine and will return the business that received it. Source links have been removed for the same reason: a link to a review page names the business in the URL itself. Dates on individual reviews have been reduced to the year.

Nothing else has been changed. Every figure, price, count and finding is as it was delivered. The edition the client received names all eight businesses, quotes reviews in full, and carries a live source link on every claim in the document.

THE COMPETITOR SET

Business	Location	Basis for inclusion
Competitor D	Inner west	Independent, single location, injectables and laser
Competitor A	North	Independent, injectables and laser
Competitor F	Inner west	Physician-owned, single location
Competitor C	Southwest	Independent, laser and injectables, attached training academy
Competitor B	West and central	Owner-founded, two locations
Competitor E	Northwest	Dermatologist-led, operating since 2000

Business	Location	Basis for inclusion
Competitor G	West	Owned by a multi-state wellness group, three metros

National and multi-state chains were excluded. The set represents the businesses a customer in this market realistically chooses between.

Summary of findings

One complaint dominates this market and nobody has answered it. The most frequently repeated criticism across the competitor set is that results underdeliver or fade faster than the customer was led to expect. It appears at four of the seven businesses examined. Not one of the seven publishes a touch-up policy, a results guarantee, or any stated commitment about what happens when a treatment disappoints. The market's loudest objection is currently unaddressed by every operator in it.

Paid social among this market's independents is almost empty, while the wider category is saturated. Only one of the seven has a confirmed active Meta advertisement. Four have none at all. Meanwhile a category-wide search for med spa advertising returns roughly 170 active US ads, dominated by larger operators leading on aggressive price hooks. The independents have collectively vacated a channel their competitors are spending heavily in.

$225 a month is now the settled premium membership price, and the lock-in terms are generating complaints. Two competitors have independently arrived at exactly $225 per month for a near-identical bundle. Both require six-month commitments. One charges to cancel. Customer frustration is concentrated not on the price but on the terms — expiring credits and restricted appointment availability.

Three of seven publish what a treatment costs. None offers third-party financing. Two decline to publish prices as a matter of stated policy. Not one competitor mentions Cherry, CareCredit, Alphaeon or PatientFi anywhere on their site, despite selling laser packages priced above $1,000.

Two competitors are running the same positioning line. Two of the seven describe themselves in near-identical language around restraint and natural results. Neither appears to have noticed.

01

Review intelligence

Public reviews were read across Google, Yelp, Birdeye and RealSelf. Reviews were sorted by the pattern they describe rather than by rating, on the basis that a recurring specific complaint is more useful than an average score.

Rating positions

Business	Google rating	Google reviews
Competitor E	5.0	725 (self-reported); 688 per an independent listing
Competitor D	4.9	204
Competitor C	4.9	249
Competitor A	4.8	475
Competitor F	4.8	225
Competitor B	4.8	143
Competitor G	4.7	93

Ratings across this market are compressed between 4.7 and 5.0 and carry almost no decision-making information for a customer. Volume separates the field far more than score does: Competitor E holds roughly five times the review count of Competitor B at a comparable rating.

What customers complain about

Ranked by how many businesses in the set the theme appears at.

1. Results underdeliver or fade early — 4 of 7

The clearest and most commercially significant pattern in the market.

> A customer reported that ninety units of neurotoxin had worn off within six weeks, against the three months she says both the practitioner and the website led her to expect. She was offered a five-unit touch-up, received no reply to her complaint, and was then sent an email telling her that her membership had been cancelled.
>
> — Competitor A, one-star review, 2022 (paraphrased)

> A customer who paid $1,950 for a course of six treatments wrote that she would have done better doing the exercises at home for nothing, and told other readers not to expect miracles.
>
> — Competitor G, review, 2023 (paraphrased)

The same theme appears at Competitor F, where a customer describes an adverse IPL reaction requiring outside dermatological treatment and antibiotics.

Two things are worth separating here. The first is clinical outcome. The second is expectation — several of these complaints describe a gap between what was stated beforehand and what happened afterwards. The second is a marketing problem, and it is solvable without changing a single treatment protocol.

2. No remedy offered when something goes wrong — 4 of 7

Closely bound to the first theme, and arguably the more damaging of the two.

> A customer was told there was nothing that could be done for her, and called the episode a waste of both time and money.
>
> — Competitor A, review, 2022 (paraphrased)

> A reviewer who alleges she was injured wrote that the practice has never accepted responsibility for what happened to her.
>
> — Competitor E, review, 2018 (paraphrased)

What is being described in almost every instance is not a bad outcome. It is a bad outcome met with no process. The customer who received a five-unit touch-up and then had her membership cancelled is not describing a treatment failure — she is describing a business with no answer for one.

3. Membership mechanics feel punitive — 3 of 7

> A member warned others off the membership entirely: no agreement was signed or explained, appointment availability was tightly limited, she paid $99 a month for nothing, and credits that do not roll over amounted, in her words, to theft.
>
> — Competitor A, review, 2023 (paraphrased)

This is corroborated by the published terms rather than contradicted by them. Competitor A states that unused services do not carry over. Competitor B requires a six-month commitment and charges $125 to cancel early.

4. Upselling and rushed appointments — 2 of 7

> A customer described being pushed toward further procedures, given an appointment lasting barely two minutes by a practitioner who then hurried out, and left with uneven lips.
>
> — Competitor G, review, 2020 (paraphrased)

5. Inadequate assessment before treatment — 2 of 7

> A reviewer said no proper assessment of her skin was carried out to establish which laser wavelength was appropriate for her.
>
> — The client, review, date not shown (paraphrased)

What customers praise

1. Staff who talk customers out of a treatment — 4 of 7. The most frequently praised behaviour in this entire market is a competitor declining to sell something.

> A customer praised the honesty of the staff, who in her account tell people what they do not need as readily as what they do.
>
> — Competitor B, review, 2024 (paraphrased)

> A customer wrote that the practice never pushes additional treatment and will actively advise against a procedure.
>
> — Competitor A, review, 2024 (paraphrased)

> A customer noted the complete absence of sales pressure.
>
> — Competitor D, review, 2020 (paraphrased)

Set the two lists side by side and the market's central tension is visible in one line: customers punish the upsell and reward the refusal.

2. Loyalty attaches to an injector, not a business — 4 of 7. Customers name individuals, not brands.

> A customer wrote that she drives two hours past closer alternatives in order to keep seeing the same two practitioners.

This cuts both ways. It is a retention asset while the injector stays and a material risk when they leave, and it means named-provider marketing outperforms brand marketing in this category.

3. Natural, understated results — 3 of 7. Appears in reviews at Competitor A and in the marketing language of Competitor B and Competitor E.

4. On-time, unhurried appointments — 3 of 7. A low bar that a substantial number of customers still find remarkable enough to write about.

5. Easy booking — 3 of 7. Online booking at Competitor B and Competitor A, booking by text at Competitor D.

The commercial read

The most common complaint in this market is unmet longevity. The most praised behaviour is honesty that costs the business a sale. No competitor has connected those two facts into a stated policy.

A published touch-up or reassessment commitment — visible on the website, not offered privately after a complaint — would address the market's most repeated objection and simultaneously demonstrate the behaviour customers most reward. It is currently unclaimed by all seven.

02

Paid advertising

Every competitor was checked against the Meta Ad Library for the United States, all ad categories, active status. Ad longevity is the closest thing to a public conversion signal available: an advertiser who keeps a creative live for months is an advertiser for whom it pays.

Business	Active Meta ads	Detail
Competitor A	Yes — 1	Instagram, started 7 August 2026
the client	No	"No ads match your search criteria"
Competitor B	No	"No ads match your search criteria"
Competitor E	No	"No ads match your search criteria"
Competitor F	No	"No ads match your search criteria"
Competitor D	Not established	Results would not resolve to this advertiser
Competitor C	Not established	Library did not return results across two attempts
Competitor G	Not established	Library did not return results across three attempts

The one live advertisement

Competitor A's single active ad promotes a cellulite-release device cellulite treatment on Instagram and leads with the durability of the result:

> The advertisement claims the device permanently releases the structural bands beneath the skin that cause dimpling, and contrasts this with treatments it calls temporary fixes.

It also states the downside directly, in a post reassuring readers that swelling and deep bruising on day five are normal.

Two observations. The creative sells permanence in a market whose loudest complaint is that results do not last — the same insight this report identifies from the review data, arrived at independently by a competitor. And it discloses the recovery openly, which is a considered choice in a category that usually conceals it.

The ad started on 7 August 2026, two days before this research. It has no track record yet, and no conclusion about its performance can be drawn.

The wider category

A generic keyword search for this market med spa advertising returns roughly 170 active US advertisements. The visible spenders are not the businesses in this competitor set — they are larger operators including NAKED MD Med Spa and PUR LIFE Medical, and their creative leads on price:

> "Get Snatched for Just $50!"
>
> "LIP FILLER $149"

The commercial read

Two separate things are true. The independent operators in this set have almost entirely vacated paid social. And the customers they want are being advertised to constantly, by businesses competing on headline price.

That combination means an independent entering this channel is not fighting the seven businesses in this report for attention. It is fighting a $149 lip filler offer — which is a positioning problem, not a bidding one, and is best answered with the durability and honesty language this market's reviews are already asking for.

Google Ads presence could not be verified for any competitor and is excluded rather than guessed at.

03

Search visibility

Published content and indexation signals were examined directly. Keyword rank tracking was outside the scope of this report; where rankings are referenced, it is on the basis of content assets and site structure only, and no rank position is claimed.

Business	Blog	Most recent activity	Online booking	Pricing page
the client	Yes — c. 26 posts	All posts modified 6 Aug 2026	Yes	Membership only
Competitor B	Yes — "Skin Tips"	4 Aug 2026, physician-reviewed	Yes	Membership only
Competitor G	Yes — "News"	No dates published	Consultation request only	None
Competitor E	"Journal" section, no posts visible	Not established	Consultation request only	None
Competitor D	None found	—	Not stated; customers book by text	Acupuncture only
Competitor A	None found	—	Yes	Page exists, contains no prices
Competitor F	None found	—	Not stated	None
Competitor C	None found	—	Not stated on site	Yes — full shop

Four of the seven competitors publish no content at all. In a category where customers research treatments extensively before booking, four businesses have ceded every informational search in this market to competitors, to national chains, and to WebMD.

Two competitors are active. Competitor B publishes physician-reviewed content, most recently a piece on dissolving filler updated 4 August 2026 — content that answers a genuine anxiety search, carrying a named medical reviewer. That combination is the strongest content signal in the set.

the client's own library is the largest by volume, at around 26 posts, all last modified 6 August 2026.

Two observations on that. Sitewide modification of an entire archive on a single date is a bulk operation, not editorial activity, and search engines can generally distinguish between the two. And no post displays a visible publication date to a reader, which removes a freshness signal and, more importantly, removes the reader's ability to judge whether advice about a medical treatment is current.

Competitor A's pricing page is headed transparent pricing and contains no prices. Its actual prices sit on a separate monthly deals page. Any customer searching for what Competitor A charges lands on a page that promises transparency and delivers none.

The commercial read

Content depth in this market is close to non-existent, and the two operators who do publish are not competing with each other — they are competing with the absence of anyone else. The opportunity is not more posts. It is dated, credited, genuinely useful answers to the questions this market's reviews reveal customers are already asking: how long does this last, what happens if it doesn't work, and what will it actually cost.

04

Pricing and packaging

Published treatment prices

Competitor C is the most transparent business in the set and the only one publishing per-treatment injectable prices:

Treatment	Price
Botox	from $390
Filler	from $600 per syringe
neurotoxin	from $200
Laser hair removal	from $20
Unlimited LHR, 3-month minimum	$350/mo
LHR package, 18 months	$3,750
LHR package, 12 months	$2,999
LHR package, 6 months	$1,750

Competitor A publishes package prices on its deals page: VI Peel with microneedling $449, BBL with microneedling $499, HALO $999, Tribrid $1,499, a cellulite-release device $1,850, SkinPen face and neck $400.

Competitor B publishes member laser prices only: HALO face and neck $900, face/neck/chest $1,300, MicroLaser Peel $150, Moxi and Cool Peel $100 to $150.

Competitor F and Competitor E publish nothing. Competitor E states the reason explicitly:

> Competitor E states that it will not quote any price before it understands the customer's goals.

Competitor G publishes no list prices and runs discounts instead: $50 off any service on sign-up, buy two fillers get one, buy two Sculptra get one, buy 40 units of neurotoxin get 10.

Memberships

Business	Tiers	Commitment
the client	$129 / $169 / $199	Not stated
Competitor A	$139 / $225	6 months; credits do not carry over
Competitor B	$225	6 months; $125 cancellation fee; currently at capacity
Competitor C	$325–$350 unlimited LHR	3-month minimum

Competitor A's VIP tier and Competitor B's VIP+ tier are both $225 per month and both bundle roughly 22 to 25 units of neurotoxin. Two competitors have arrived at the same price for the same thing without coordination, which is a reasonable indication that $225 is where this market has settled at the premium end.

the client's top tier is $199 — below both, with no per-unit injectable pricing published anywhere on the site.

Financing

No competitor in this set mentions Cherry, CareCredit, Alphaeon or PatientFi. Competitor C is alone in referencing payment plans at all, and does so as a phone number rather than an application — an invitation to ask about payment plans

Several businesses here sell packages priced between $1,750 and $3,750. Not one offers a customer a way to spread the cost at the point of decision.

Discount channels

the client is the only business in the set found selling through Groupon, with deals listed from $45 and $62.10.

That is worth flagging plainly. Groupon acquires customers on price and against a market where the premium membership sits at $225 a month, a $45 entry point sets an anchor that is difficult to move a customer away from later.

The commercial read

Three unclaimed positions exist in this market's pricing:

Transparent premium pricing. Price transparency is currently owned by the cheapest operator in the set. Nobody has tried publishing premium prices confidently — stating what something costs and why it is worth it, rather than concealing it behind a consultation.

Financing. An untaken conversion lever on every package above $1,000, available across the entire set.

Membership terms as a differentiator. The complaints are about the terms, not the price. Rolling credits, no cancellation fee, or a shorter commitment would cost little and directly answer a documented objection at two named competitors.

05

Positioning

How each competitor describes itself. Wording is described rather than quoted, so that no line can be matched back to its business by search.

Business	How it describes itself
Competitor D	a two-word beauty promise / a premier-in-city superlative
Competitor A	natural-looking enhancement of features the customer already has
Competitor F	inner vitality and wellness language — physician-owned
Competitor C	a more-than-a-med-spa line — affordable high-quality laser
Competitor B	a place-name pun on the brand / a restraint word followed by “never overdone”
Competitor E	a freshness word followed by “never overdone” / a since-2000 longevity line
Competitor G	look your best, feel like yourself
the client	a best-in-city superlative

Two competitors are running the same line

Competitor B: a restraint word followed by “never overdone”

Competitor E: a freshness word followed by “never overdone”

Two businesses in the same city have independently landed on the same two-word promise. Neither appears aware of it. For either, that is a differentiator that does not differentiate — and for a customer comparing both sites in one browser session, the two become interchangeable at exactly the moment they were meant to separate.

Superlatives are not positions

Three businesses claim to be the best or the top med spa in this market. The client calls itself the best; Competitor D calls itself the premier; Competitor G calls itself the top.

A claim three competitors also make is not a claim. It also cannot be verified by a customer, which in a category built on trust makes it a cost rather than an asset.

What each business actually owns

Competitor C owns affordability with proof, via a training academy and published prices. Uncontested.

Competitor E owns longevity and social proof at a scale nobody can match quickly — since 2000, eight providers, a 5.0 rating across 725 reviews.

Competitor G owns clinical breadth and authority — 17 providers under a board-certified plastic surgeon as medical director.

Competitor F owns surgeon-led, though Competitor E and a multi-state wellness group both contest the medical-authority ground.

Competitor B and Competitor E are splitting restraint between them.

Competitor D and Competitor A hold weakly differentiated positions supported by strong review behaviour — no pressure, no upselling — that neither has moved into their marketing.

the client holds no position at all. It holds a superlative that three competitors also claim.

The ground nobody has taken

Set the five report sections against each other and one gap appears in all of them.

The market's most repeated complaint is that results do not last. The market's most repeated praise is for businesses that decline to sell. Not one of the seven publishes a guarantee, a touch-up policy, or a stated commitment about what happens when treatment disappoints. Not one offers financing. Two refuse to publish prices at all.

The unclaimed position in this market medical aesthetics is accountability, stated publicly. It is supported by the review evidence, it is contradicted by nobody's current marketing, and it costs a policy decision rather than a marketing budget.

06

Recommendations

Ten recommendations follow, in the order Bellweather Reports would action them. Priority is set by three things at once: how strongly the evidence in this report supports the move, how much it costs to make, and how quickly a customer would see the difference. A cheap change that answers a documented objection outranks an expensive change that answers a hypothetical one.

Everything here is derived from the findings above. Where a recommendation rests on an evidence gap rather than a confirmed finding, that is stated.

Priority 1 — Publish a results commitment

This is the single highest-return move available to the client and it is available today, for the cost of a policy decision and a page on the website.

The evidence is unambiguous. Results underdelivering or fading early is the most frequent complaint in the competitor set, appearing at four of seven businesses. The near-identical second theme is that nothing is offered when it happens — the customer who reported ninety units of neurotoxin lasting six weeks was offered a five-unit touch-up and then had her membership cancelled. Not one of the seven publishes a touch-up policy, a reassessment window, or any stated commitment about what happens when treatment disappoints. The loudest objection in this market is unanswered by every operator in it.

The commitment does not need to be a refund and should not be. Refunds invite the wrong customer and create a clinical incentive problem. What the evidence asks for is a stated process: a defined window — fourteen days is standard for neurotoxin assessment — within which a customer who is unhappy books a no-charge reassessment, and a stated position on what happens at that appointment. Published on the site, priced into the treatment, offered before it is demanded.

The reason this works is not generosity. It is that every complaint quoted in section 01 describes a business with no process, and a published process is the only thing a prospective customer can verify before booking. It also converts the market's most praised behaviour — declining to sell, telling a customer what she does not need — from an anecdote in a review into a stated commercial position.

The risk is real and should be named. A published commitment will be taken up, and the cost is chair time. That cost is calculable in advance from current neurotoxin volume and a conservative assumption about uptake, and it should be calculated before publishing rather than discovered afterwards. A commitment quietly withdrawn six months after launch does more damage than never making it.

Priority 2 — Rebuild the membership around terms, not price

the client's top tier is $199 a month. Competitor A's VIP and Competitor B's VIP+ are both $225 for a comparable bundle of roughly twenty-two to twenty-five units of neurotoxin. Two competitors arriving independently at the same number is a strong indication of where this market has settled at the premium end, and the client is sitting below it.

The recommendation is not simply to raise the price. It is to raise the price and buy the increase with terms, because the terms are where the documented complaints are. Competitor A's credits do not carry over and a customer described credits that do not roll over as theft. Competitor B requires six months and charges $125 to cancel. Neither complaint is about the amount. Both are about what happens when life interrupts the schedule.

Rolling credits with a stated expiry of twelve months, no cancellation fee, and a one-month rather than six-month commitment would cost the client very little in practice — unused credits at a twelve-month expiry are largely still redeemed, and cancellation fees generate more reputational cost than revenue — while directly answering a documented objection at two named competitors. Priced at $225 with those terms, the client would be at market rate with the only membership in the set a customer cannot lose money on.

the client currently publishes no per-unit injectable pricing anywhere on the site, which means the membership cannot be evaluated against paying as you go. That is a conversion problem regardless of what the tiers cost, and it is addressed by Priority 3.

Priority 3 — Publish prices, at the premium end

Three of seven publish what a treatment costs, and the most transparent business in the set — Competitor C, with Botox from $390 and filler from $600 per syringe on a public shop page — is also positioned as the affordable option. Price transparency in this market medical aesthetics is currently owned by the cheapest operator, which is why it reads as a discount signal rather than a confidence signal.

That is the opportunity. Nobody has tried publishing premium prices with an explanation attached. Competitor E's refusal to quote a price before understanding the customer's goals is the standard defence in this category, and it costs the business every customer who was going to find the number acceptable and simply wanted to know it before making an appointment.

Publishing a from-price for each core treatment alongside a short statement of what determines the final figure does two things at once. It removes the friction for the customer who is ready. And it filters the customer who was only ever going to book on a Groupon, which is a saving rather than a loss.

Priority 4 — Add third-party financing

No competitor in this set mentions Cherry, CareCredit, Alphaeon or PatientFi anywhere on their site. Competitor C is alone in referencing payment plans at all, and does so as a phone number rather than an application.

Several businesses in this market sell laser packages priced between $1,750 and $3,750. Not one gives a customer a way to spread that cost at the point of decision. Cherry in particular is standard in medical aesthetics, integrates in days, and is free to the practice with the fee taken from the transaction.

This is the lowest-effort recommendation in the report and one of the highest-yield, because it does not require the client to change what it sells, what it charges, or how it describes itself. It removes an obstacle at the exact moment a customer is deciding whether a $2,000 package is possible this month.

Priority 5 — Exit Groupon, or fence it

the client is the only business in the set found selling through Groupon, with deals listed from $45 and $62.10. Against a market where the premium membership sits at $225 a month, a $45 entry point is not a lead source. It is an anchor, and it is a difficult one to move a customer away from once set.

There is a defensible version of this: a single low-commitment treatment that has no relationship to the injectable pricing ladder, used purely for first-visit acquisition, with a named conversion path off the platform on the first visit. There is an indefensible version, which is discounting core services on a price-comparison marketplace while claiming to be the best med spa in this market. The two claims cannot both be visible to the same customer.

The recommendation is to review what is currently listed, remove anything that touches injectables or laser packages, and measure what proportion of Groupon customers have ever returned at full price. If that number is low, the channel is costing more in positioning than it returns in revenue.

Priority 6 — Replace the superlative with a position

The client's line is a best-in-city superlative, and it is a claim two other businesses in this set also make in different words — one calls itself the premier med spa in the same city, the other the top one. A claim three competitors also make is not a claim, and it cannot be verified by the customer reading it, which in a category built on trust makes it a liability rather than an asset.

The map of what is already taken is in section 05. Competitor C holds affordability with proof. Competitor E holds longevity and review volume. Competitor G holds clinical breadth. Competitor F holds physician ownership. Competitor B and Competitor E are both attempting restraint with almost the same sentence, which means neither owns it.

Accountability is open. Nobody is making a claim about what happens after treatment, which is precisely where this market's customers report being let down. If Priority 1 is actioned, the client has something to say that no competitor can copy quickly without also building the process behind it — and it should be said on the homepage, not buried in a policy page.

Priority 7 — Fix the blog before writing another post

the client's content library is the largest in the set by volume, at around twenty-six posts, and it is the strongest asset the client currently has. It is also undermined by two mechanical problems.

Every post carries a last-modified date of 6 August 2026. Sitewide modification of an entire archive on a single date is a bulk operation rather than editorial activity, and search engines are generally able to distinguish between the two. And no post shows a visible publication date to a reader, which removes the reader's ability to judge whether advice about a medical treatment is current — a serious omission in this category specifically.

Both are fixable without writing a word. Restore visible publication and update dates, attribute each post to a named provider, and stop bulk-editing the archive.

Only then does new content make sense, and the subject matter is already determined by section 01. The three questions this market's reviews reveal customers are actually asking are how long a result lasts, what happens if it does not work, and what it will cost. Competitor B is currently the only competitor publishing physician-reviewed content against that kind of anxiety search. That is a two-horse race in a city of this size, and the second horse is not yet running.

Priority 8 — Enter paid social on durability, not price

Only one business in this competitor set has a confirmed active Meta advertisement, and it started two days before this research. Four have none. Meanwhile a category-wide search returns roughly 170 active US advertisements dominated by larger operators leading with "LIP FILLER $149" and "Get Snatched for Just $50!"

An independent entering this channel is therefore not competing with the seven businesses in this report. It is competing with a $149 lip filler offer, which is a positioning problem rather than a bidding one, and cannot be won on price by anyone in this set.

It can be won on the thing those advertisers cannot say. Competitor A's single live ad is instructive: it sells permanence and openly discloses the bruising, arriving independently at the same insight this report draws from the review data. A creative built on a published results commitment and a named injector answers the market's documented objection in a channel where nobody local is answering anything. Test at low spend against the treatments with the highest margin, and treat the first sixty days as measurement rather than acquisition.

Priority 9 — Market the injectors by name

Loyalty in this market attaches to an individual, not a business. It appears at four of seven competitors, most starkly in the customer who drives two hours past closer alternatives to see the same two providers at Competitor D.

This means named-provider content will outperform brand content in this category, and it should be the organising principle of the social and blog output rather than an occasional feature. Provider bylines on posts, provider-led video, provider names in ad creative.

It also carries a risk that should be stated rather than ignored: a business that builds demand around named individuals is exposed when one leaves. That is an argument for building the reputation around several providers at once and for pairing it with something structural — the results commitment in Priority 1 — that belongs to the business rather than to a person.

Priority 10 — Reputation hygiene

One item in the research warrants direct mention. the client's owner has publicly responded to a critical reviewer with the suggestion that the reviewer may be an automated account acting on behalf of a competitor. That response is permanently visible next to the complaint.

Every prospective customer who reads a negative review is asking one question, which is what this business does when something goes wrong. A public reply that disputes the reviewer's legitimacy answers it in the worst available way, and it does so on the exact axis — accountability after an adverse outcome — that this report identifies as the market's unclaimed position.

The recommendation is a single documented response protocol: one person replies, no reply disputes the reviewer's motives, every reply names the reassessment process from Priority 1 and moves the conversation to a private channel. Historic replies of this kind should be edited where the platform allows it.

The first ninety days

The ten recommendations above are not ten projects. Sequenced properly they are three, because several of them are the same decision expressed in different places on the website.

The first fortnight is a policy fortnight and involves no marketing at all. The results commitment has to be written, costed against current treatment volume, and agreed with every injector who will have to honour it, because a commitment the clinical team has not signed off on will fail at the first difficult appointment. Financing is applied for in the same window since approval takes days and nothing depends on it. Blog dates and provider bylines are restored, which is a settings change rather than an editorial one. Groupon listings are reviewed and anything touching injectables or laser packages is withdrawn.

Weeks three to six are the publishing weeks, and they are the point at which anything becomes visible to a customer. The results commitment goes on the site as its own page and, more importantly, as a line on the homepage. From-prices are published for the core treatments. The membership relaunches at $225 with rolling twelve-month credits, no cancellation fee and a one-month term, announced to existing members first as an upgrade rather than a price rise. The review response protocol starts, and historic replies that dispute a reviewer's motives are edited where the platform allows.

Weeks seven to twelve are the first measurement window and the first paid spend. Content begins against the three questions the review data identified, written by named providers and dated. A small Meta test runs on durability and accountability rather than price. Nothing here should be judged before day ninety, because the mechanism being tested is trust, and trust does not convert on the timescale a discount does.

Window	What happens	What tells you it worked
Weeks 1–2	Results commitment written and costed; financing applied for; blog dates and bylines restored; Groupon reviewed	Nothing customer-facing yet — this window is judged on whether the clinical team has actually agreed the policy
Weeks 3–6	Commitment published on site and homepage; from-prices published; membership relaunched at $225 on better terms; review protocol live	Membership churn does not rise after the price change; consultation enquiries mentioning the commitment appear
Weeks 7–12	Provider-bylined content on longevity, remedy and cost; low-spend Meta test on durability	Organic entries on treatment-longevity queries; cost per consultation from paid social, measured against nothing rather than against a target

Two measurements matter more than the rest and neither is a marketing metric. The first is uptake of the results commitment, because it tells you what the policy actually costs and whether it is sustainable. The second is the proportion of new customers who mention it unprompted, because that is the only evidence that the position has landed rather than merely been published.

What this report does not recommend

Three things were considered and are deliberately absent.

More content for its own sake is not recommended. Four of seven competitors publish nothing at all, so the bar is low, and volume without dates, attribution and a genuine answer to a customer question will not clear it.

Competing on price is not recommended in any form. The market's premium membership has settled at $225, the discount end is occupied by national chains spending heavily, and the client's Groupon presence already places it in the wrong half of that split.

Matching Competitor B and Competitor E on restraint language is not recommended. Two competitors are already running near-identical versions of the same line and neutralising each other with it. A third entrant makes it noise.

Evidence gaps

Stated in full. These are limits on the findings above.

- Critical review text could not be retrieved for Competitor D, Competitor C, or Competitor B. Yelp blocks automated access to sorted and paginated review pages, and several aggregators publish only curated positive reviews. Absence of retrievable complaints is not evidence of no complaints, and no conclusion about those three businesses' service quality should be drawn from this report.
- Meta Ad Library results did not resolve for Competitor D, Competitor C, and Competitor G despite repeated attempts. Those three are recorded as not established, not as having no ads.
- Google Ads activity could not be verified for any competitor and is excluded entirely.
- Competitor E's 5.0 rating across 725 reviews is self-reported on its own website. An independent listing shows 688 reviews.
- Competitor E's negative reviews date from 2018 and may not reflect current operations. They are included because the pattern they describe — no accountability after an adverse outcome — recurs across the market, not as a current characterisation of that business.
- Several review quotes carry no visible date. These are marked as such and were not used to support any claim about a trend over time.
- Keyword rank positions were outside scope. Section 03 reports content assets and site structure only.

Sources

All sources were read on 9 August 2026. In the client edition every item below is an itemised, live-linked entry naming the business it refers to. In this published edition the links and the business names have been removed, because both identify the businesses this report anonymises. The categories and the volumes are unchanged.

Competitor and client websites — 22 pages. Home pages, membership and pricing pages, team and about pages, treatment specials, blog indexes and an XML post sitemap, across all eight businesses.

Review platforms — 21 listings. Yelp business pages for six of the eight; Birdeye review pages for four; single listings on RealSelf, Medical Spa Locator, Best Pros In Town, MedSpa Scout, Glow Locator and Our Reviews Today; and five further profiles on an aggregator directory covering the same market.

Advertising — 6 Meta Ad Library searches. United States, all categories, active status only. Five keyword searches against named advertisers in the set, plus one category-wide search used to establish the volume and the hooks in the wider market.

Other — 1 daily deals listing.

No source was paid for and none required an account to read.

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