

Sample Med Spa

MED SPA · [YOUR MARKET]

GROWTH RECON AI

The Local Market Competitive Brief.

Competitor offer intelligence, Meta ad teardown, macro factors, and a 6-month trend forecast - built for a value-driven, Meta-only growth engine.

\$8.99	\$14.86	\$1.14	4.9/5
CURRENT BOTOX OFFER	7-DAY CPL (ALL)	7-DAY CPC (ALL)	464 GOOGLE REVIEWS

Prepared for: Sample Med Spa, [Your Market] · **Paid channels:** Meta (Facebook + Instagram) · **Positioning:** Value & promo-driven

Forecast window: Q2-Q3 (April-September)

Note: This is an anonymized sample of a real Growth Recon AI report. Business name, location, medical director, addresses, social handles, and all competitor identities have been redacted. Metrics, strategy, calendar, and recommendations are preserved verbatim from the original engagement.

SECTION 01

Executive Summary

Sample Med Spa is punching above its weight in a crowded, promo-saturated local market. The \$8.99 Botox offer, \$50-off-first-visit stack, and a 4.9/5 rating across 464 Google reviews put the practice among the most visible value players locally. Current Meta performance - **\$14.86 CPL and \$1.14 CPC over the last 7 days** - is strong: CPL sits well below the \$45 aesthetics benchmark and CPC is inside the top quartile for the vertical.

But the competitive field has matched the price. **Competitors A through E are all running \$9-\$10/unit Botox right now**, and Competitor C alone has ~45 active Meta ads in the area. Price has been commoditized - the next edge is offer architecture, creative, and retention.

The next 6 months are the highest-leverage window of the year: swimsuit season, a loaded gifting calendar (Mother's Day to Labor Day), and the macro shift from correction to **regeneration** - clients want to look refreshed, not "done." Winners will stack modalities (injectables + skin boosters + body), not discount single services.

Top 5 growth moves - next 90 days

1. Reframe the entry offer from tox-only to a stacked starter.

\$8.99/unit Botox is now a commodity; bundle it with SkinVive or a HydraFacial as a "Fresh Face Starter" at \$299-\$399. Bundles defend margin and anchor higher LTV without abandoning the promo hook.

2. Publish a tiered monthly membership (\$99 / \$199).

85% of med spas now run memberships; members spend 35% more and visit 2.9x as often (AmSpa 2024). Competitor E is at \$99/mo, Competitor C at \$140/yr, Competitor A via RepeatMD - the practice's VIP terms aren't public, which leaves money on the table.

3. Own "men's aesthetics" as a white-space wedge.

Male patients are the fastest-growing segment at 15-20% of med spa bases. Zero of the top 10 local competitors have a dedicated men's program or ad creative. Father's Day (June 21) is the plant-the-flag moment.

4. Rework the Meta ad stack around UGC + compliant transformation creative.

Before/after imagery is getting rejected at scale; Competitor C is out-spending the practice with clean "Top 10 Botox Provider" authority angles. Switch to patient-voiced Reels, "meet the injector" provider content, and specific-offer-with-urgency.

5. Build a bi-monthly tox calendar with rotating hooks.

The practice already runs tox specials every other month - systemize the creative refresh. Each cycle needs a new angle (seasonal, member-only drop, "units-on-sale" countdown) to prevent ad fatigue and keep CPL under \$20.

SECTION 02

Practice Snapshot

Current 7-day Meta performance

Benchmarks: aesthetics vertical CPL under \$45 is strong; CPC \$1-\$3 is healthy for local med spa traffic.

\$14.86	\$1.14	\$8.99	Every other month
CPL (ALL)	CPC (ALL)	BOTOX / UNIT	TOX SPECIAL CADENCE

Business profile

Field	Detail
Location	[Redacted - primary location, [Your Market]]
Medical Director	[Redacted - MD, 17+ years experience]
Second location	[Redacted - second region]
Founded	~2022-2023
Google reviews	4.9 / 5 (464 reviews)
Yelp	4.8 / 5 (22 reviews)
Tripadvisor	5.0 / 5 - #2 of 39 local spas
Instagram	[Redacted handle] - ~9,900 followers, 710+ posts
Facebook	~2,400 followers, active video posting
TikTok	[Redacted handle] (weight loss + treatment content)
Financing	CareCredit, HSA, FSA, Cherry Financing
Paid channels	Meta (Facebook + Instagram) only

Current offer stack

- **\$8.99 / unit Botox** - flagship entry offer, rotates on bi-monthly tox special cadence
- \$50 off first visit (evergreen)
- \$199 lip filler intro ("first 20 lucky ladies" urgency framing)
- Summer BOGO 50% off
- Online-only specials: facials \$150, laser hair removal \$299, lip filler \$199
- VIP Membership (terms not currently public - opportunity flagged)
- Free consultations
- Financing via CareCredit, HSA, FSA, and Cherry

Strategic read

Practice fundamentals are strong - reviews, service breadth, social presence, and Meta ad efficiency (\$14.86 CPL) are all best-in-class locally. The gaps are **offer architecture** (single-service discounting instead of stacked starter packages), **lack of public membership terms**, and **ad creative that's not clearly differentiated** from 5 other competitors all screaming "\$9-\$10 Botox."

SECTION 03

Competitive Landscape - Local Market

We mapped 15 direct competitors and drilled into the top 10 with on-site offer intelligence and live Meta Ad Library teardowns. All competitor identities have been redacted in this sample - in the real report each is named and linked.

Threat tiering

Tier	Competitors
HIGH	Competitor A, Competitor B, Competitor C
MEDIUM	Competitor D, Competitor E, Competitor F, Competitor G, Competitor H, Competitor I, Competitor J

High-threat deep dive

Competitor A - ~11K IG followers

Why dangerous: Same service mix as the practice (injectables / laser / body / wellness), similar promo-driven positioning, and they are actively advertising on Meta with a carousel campaign of multiple variations.

Ad offers: 15% off first treatment · 15% off first HRT · \$10/unit new-patient Botox (Buy 40, Get 10 Free)

Creative angle: "Look Good, Feel Good, Do Good" - emphasizes team (provider names redacted), family-owned, SkinCeuticals flagship. Ads drive to Messenger + JaneApp booking.

Counter-move: Competitor A's creative leans clinical and professional. The practice can win on warmth, speed, and social proof - 464 Google reviews is a moat. Lead with patient-voiced Reels.

Competitor B

Why dangerous: Allergan Top 250 practice with the market's lowest advertised price - **\$9/unit Botox for first 20 units**. Strong organic social presence and lifestyle-driven creative.

Ad offers (organic-heavy): \$9/unit new-patient Botox · \$100 off 1ml lip filler

Creative angle: Lifestyle + cheeky copy ("What bottle service looks like at 30," "Are you ready to restart?"), seasonal campaigns, staff culture videos. **No active Meta ads** in library as of this check - organic only.

Counter-move: They're weaker on luxury branding. The practice can own "affordable luxury" - same price point, better ambiance, warmer touch. Meta paid presence should pressure them while they're still organic-only.

Competitor C - ~8,500 IG followers

Why dangerous: ~45 active Meta ads, backed by board-certified plastic surgeons, 20x "Best of" awards, \$10/unit new-patient Botox (reg \$14.50), \$140/yr loyalty club, and a dedicated conversion subdomain.

Ad offers: \$10/unit Botox · "Top 10 Botox Provider" authority positioning · "A More Refined You" brand refresh

Creative angle: Authority-led - "Top 10 Botox Provider in the nation," "Subtle, personalized results that feel like you." Static injector photos + provider educational video + before/after Reels. Landing page: dedicated conversion subdomain [redacted].

Counter-move: Competitor C is brand-led and premium-coded. The practice's wedge is speed + offer + access ("Book today, treat tomorrow"). Compete on ease, not on authority.

Medium-threat quick reads

Competitor	Key offer	Gap for the practice
Competitor D	\$10/unit tox w/ 2 filler syringes; Lifetime LHR \$1K-\$3K	No membership, no Meta ads - the practice can out-market
Competitor F	\$65 off first Botox; \$400 off CoolSculpting	Less aggressive promos; premium positioning leaves value wedge open
Competitor G	10% off pre-booked Botox; Allergan Black Diamond	No active Meta ads - the practice can dominate the surrounding radius
Competitor H	\$10/unit (25-unit min)	No Meta ads; primary-care referral base is their moat, not marketing
Competitor E	\$9.99/unit Botox; \$99/mo Elite membership	Strongest membership play - the practice needs to match
Competitor I	Complimentary consult only	Weak promo game - not a marketing threat
Competitor J	No public pricing	Wellness / IV / weight loss niche

SECTION 04

Competitor Offer Tracker

Botox new-patient benchmark

Where the practice's \$8.99 offer sits vs the market.

Competitor	New-patient \$/unit	Standard \$/unit	Notes
The practice (current)	\$8.99	Not public	Flagship entry offer
Competitor B	\$9.00	\$11-\$12	First 20 units
Competitor E	\$9.99	Not listed	New patient
Competitor A	\$10.00	\$12-\$14	Or Buy 40, Get 10 Free
Competitor C	\$10.00	\$14.50	~45 active Meta ads
Competitor H	\$10.00	Variable	25-unit minimum
Competitor D	\$10.00	\$13.00	With 2 filler syringes
Competitor K	\$12.00	-	Value tier
Competitor G	10% off	Consult-based	Pre-book online
Competitor F	\$1 off/unit	-	Less aggressive

Positioning insight

The practice now has the lowest advertised Botox price in the local market at \$8.99. This is a defensible wedge - but only if the creative and landing experience support a "premium at value" perception. Racing below \$8.99 is a margin trap; instead, use price parity + bundle upsells (SkinVive, HydraFacial) to grow average ticket without losing the hook.

Membership landscape

AmSpa 2024: 85% of med spas run memberships; members spend 35% more and visit 2.9x as often.

Competitor	Price	Key perks
Competitor E	\$99 / month	Bundled treatments + member discounts
Competitor C	\$140 / year	10-20% off fillers, 10% off tox, 15% off laser
Competitor A	Not public (RepeatMD)	Member pricing \$10-\$11/unit tox
Competitor F	~\$75-\$79 / month	\$1-\$2 off tox/unit + skincare discounts
The practice	Not public - opportunity	VIP membership exists but terms aren't visible

SECTION 05

Meta Ad Intelligence Teardown

Who is actively running ads right now - live Meta Ad Library check.

Competitor	Active ads?	Volume	Primary offer in ads
Competitor C	Yes	~45 ads	\$10 Botox + "Top 10 provider" authority
Competitor A	Yes	1 carousel, multi-variant	15% off first visit, HRT, Botox
The practice	Yes	Active (\$14.86 CPL)	\$8.99 Botox, \$199 lip, BOGO
Competitor B	Organic only	0 paid	\$9 Botox (organic)
Competitor E	Page indicates ads	0 visible	-
Competitor D	No	0	-
Competitor F	No	0	-
Competitor G	No	0	-
Competitor H	No	0	-
Competitor I	No	0	-
Competitor J	No	0	-

The biggest strategic takeaway

7 of the practice's 10 closest competitors are NOT running Meta ads right now. Competitor C is the only real paid-media competitor; Competitor A is small. Everyone else is leaving attribution on the table. With a \$14.86 CPL and \$1.14 CPC, the practice is in the strongest position in the market to scale ad spend aggressively this summer.

Creative angle patterns

Angle	Who uses it	Notes
Authority / awards	Competitor C ("Top 10 in nation"), Competitor A (SkinCeuticals flagship)	Feels premium, lowers urgency
Aggressive first-visit price	Competitor C (\$10 tox), Competitor A (15% off)	Commoditized - everyone does it
Lifestyle + cheeky copy	Competitor B ("bottle service at 30")	Strong on organic, not paid
Provider personality	Competitor A (introduces injector)	Builds trust, converts warm traffic
Urgency + scarcity	The practice ("first 20 lucky ladies")	Best differentiator - keep leaning in
Before/after transformations	Many on organic; flagged in paid	Getting Meta-rejected more frequently

Landing page benchmark

- **Competitor C:** dedicated conversion subdomain [redacted] - pro-level move
- **Competitor A:** Messenger + JaneApp booking (conversational)
- **The practice:** main site - recommendation: build 3 dedicated offer LPs (/botox-899, /lip-199, /summer-stack) with single-CTA, no nav. Typical lift: 20-40% vs homepage.

Macro Factors

Market is growing, but repeat-driven

- US med spa market: \$7.43B in 2025, growing ~14.5% CAGR
- 10,488+ US med spas (up 18% in 2023); avg revenue \$1.4M; avg visit \$527
- **73% of patients are repeat visitors** - retention is the real moat, not acquisition

Injectables are shifting, not shrinking

- Botox lost 4.1% of sales in 2025; AbbVie projects flat 2026 aesthetics
- New entrants pressure price: **Letybo (\$9-13/unit)** launched US 2025 - South Korea's #1 toxin - giving spas cost leverage vs Botox (\$12-16/unit wholesale)
- Daxxify (longer-lasting) and Jeuveau competing hard on price
- **Biostimulators (Sculptra, Radiesse) are replacing HA fillers** as the premium upsell - better margins, longer results, fits the "regeneration" narrative

Action for the practice

Test **Letybo as a secondary neurotoxin** with margin-friendly pricing. Position biostimulators (Sculptra / Radiesse) as the "natural, long-lasting" upgrade from HA fillers. The \$8.99 Botox hook can be defended with a Letybo variant at the same unit price but better cost-in.

Body contouring - CoolSculpting in structural decline

- AbbVie aesthetics down 4.4% in 2024 (CoolSculpting included); PAH lawsuits ongoing
- **Emsculpt Neo + Morpheus8 are the replacement plays** - muscle + fat in one session, strong male appeal
- Multi-modality protocols (CoolSculpting + RF + skin tightening) dominate

Regional regulation

- Strict Corporate Practice of Medicine (CPOM) rules
- On-site physician supervision required for RN injectors
- Estheticians fully prohibited from injecting or using devices
- **AB 890 is live** - qualifying NPs can now independently own and operate med spas. This will intensify price competition over the next 12 months

Action for the practice

Get ahead of AB 890 price pressure by **building retention now** (membership, packages) before NP-owned competitors arrive with aggressive entry pricing. The \$14.86 CPL is an asset - lock those customers into a recurring framework before the market gets noisier.

Consumer behavior

- **85% of med spas offer memberships** - members spend 35% more and visit 2.9x as often
- Gen Z grew from 4% to 10% of aesthetic patients (2017-2024) - "prejuvenation" is real
- **Male clients 15-20% of bases and fastest-growing segment**
- Dominant preference: natural, subtle, regenerative - NOT "done"

Meta/IG advertising environment (aesthetic vertical)

- **Creative rejection hotspots:** before/after imagery, needle imagery, pharma brand names
- Silent pixel/domain tracking restrictions degrade optimization without notification - aesthetics is a flagged vertical
- **Target CPL benchmark:** under \$45 is strong (the practice at \$14.86 is best-in-class); above \$70 means creative or offer is weak
- Highest-converting compliant formats: real patient UGC + specific offer + urgency ("\$50 consultation, limited spots")

SECTION 07

Trend Forecast - Q2-Q3

The next 6 months are the single highest-leverage window of the year for a value-driven, promo-led med spa. Here's what's actually trending and how to monetize it.

Seasonal demand curve - now through September

Late April - May - Pre-summer prep (peak right now)

- **Laser hair removal** - the #1 spring driver; 6-8 sessions to smooth by July. Position as "summer prep package," not standalone.
- **Body contouring consultations** peak this month - Emsculpt Neo, RF tightening
- **Morpheus8 face + neck** - results land Sept/Oct; frame as "fall glow that starts now"
- **PRF under-eyes + SkinVive** - zero-downtime pre-summer glow

June - August - Peak summer demand

- **Botox, Dysport, lip flips, jawline tox** - boom (no downtime, fits bi-monthly tox cadence)
- **SkinVive / skin boosters** - "summer glow" positioning
- **IV therapy + NAD+** surge ("Hangover IV," "Glow IV")
- **AviClear acne laser** - acne flares in heat, 3-session protocol
- **Decline in summer:** CO2 / deep peels, Halo, high-intensity Morpheus8 - push to September

September - Fall reset pivot

- **Morpheus8 + Sculptra** "prep for the holidays" packages (results peak at Thanksgiving / Christmas)
- Halo, CO2 CoolPeel reopen
- **PRP / PRF scalp** - natural hair restoration season
- **Botox pre-holiday maintenance** wave (3-4 month cadence from May/June treatments)

Treatments trending now

Treatment	Why it's hot	Action for the practice
Morpheus8	Still dominating TikTok; 3-6mo collagen build	Build \$2,100 3-session face+neck package
SkinVive	Injectable hydration, 6mo duration, zero downtime	Hero treatment for "summer glow" ads
Baby Botox / Prejuvenation	Gen Z + late-20s boom	"Starter Botox" package at 15-20 units

Treatment	Why it's hot	Action for the practice
PRF under-eyes	Viral - "no filler" under-eye fix	Bundle with baby Botox as "Fresh Face Starter"
Exosomes + polynucleotides	Regenerative, matches "no filler face" trend	Upsell post-microneedling
Letybo	New US neurotoxin; lower cost-in	Test as secondary to defend tox margin
AviClear	92% acne responder, 30-min sessions, FDA-cleared	Position for Gen Z + teen summer
Emsculpt Neo	Muscle + fat, 30-min, male appeal	Build men's "Upgrade" package
Sofwave / BBL Hero	Skin tightening without heat injury risk	Summer-safe alternative

Offer calendar - Q2-Q3

Aligned to bi-monthly tox special cadence plus key gifting holidays. Rotate the headline hook each cycle to prevent ad fatigue.

Date	Hook	Sample offer
Mother's Day - May 10	Gift yourself / her	Mother-daughter Botox duo \$299 (first 20 units each); +\$50 gift-card bonus
Memorial Day - May 25	Unofficial start of summer	Summer Body Kickstart: 1 Emsculpt + 1 IV Glow - \$399
June tox cycle	Bi-monthly tox refresh	\$8.99 Botox relaunch with countdown creative ("48 hrs only")
Father's Day - June 21	Men's aesthetics wedge	"The Upgrade" - 25 units Botox + NAD+ IV - \$399
July 4th	Red, white & glow	SkinVive + LED facial - \$549
August tox cycle	Bi-monthly tox refresh	Member-only drop - "VIP Tox Week" at \$8.99
Back-to-School - August	Teen + mom combos	AviClear starter + mom's Botox combo
Labor Day - Sept 1	"Last weekend of summer"	\$100 off any 3-pack; free HydraFacial w/ filler syringe
September fall reset	Prep for the holidays	Morpheus8 3-session face+neck - \$2,100
October tox cycle	Bi-monthly tox refresh	"Fall Reset" - \$8.99 tox + Morpheus8 intro combo

Hook formats that are working

The 3-second rule: lead with the outcome or the problem, not the clinic name.

- "POV: you walked into your consult thinking filler, you walked out with [X]" - curiosity + reveal
- "What nobody tells you about [treatment]" - authority + skepticism break
- "I tried [treatment] for 30 days - here's what happened" - UGC transformation
- "The cheap treatment that replaced my \$XXX one" - value framing
- "Stop paying for filler - do this instead" - contrarian + regeneration narrative

UGC vs provider: target 70/30 UGC-to-provider split for paid. Provider content builds trust; UGC drives CTR + conversion. Avoid AI-generated before/after - rising user backlash plus Meta rejection risk.

White space - what local competitors will NOT own

- **Men's aesthetics** (confirmed - 0 of 10 competitors have a dedicated male offer)

- **Regenerative / anti-"filler face"** positioning (Sculptra + polynucleotides + exosomes stack)
- **Teen AviClear** for acne (huge for back-to-school)
- **VIP client events** - tox + champagne nights (membership driver)
- **Wellness stack bundling** - IV + NAD + tox as a single offer
- **Fall pre-holiday reset** (most competitors still push summer when they should pivot)

SECTION 08

Recommended Offer Stack + Ad Angles

Reworked offer architecture

Tier 1 - New-Patient Entry Offers (Meta ad hooks)

Offer	Price	Rationale
\$8.99 Botox - flagship	\$8.99 / unit	Current winner - keep as the hook, rotate creative each bi-monthly cycle
Fresh Face Starter	\$399	20 units Botox + SkinVive or HydraFacial - beats single-service on LTV
\$199 Lip Kickstart (keep)	\$199	Already converting; add urgency cap "first 20 this month"
Summer Prep Package	\$499	3 LHR sessions + IV Glow - multi-visit bind, locks retention
Men's Upgrade	\$399	25 units tox + NAD+ IV - white space, Father's Day ready

Tier 2 - Membership (publish terms publicly)

Tier	Price	Included
Glow (Essentials)	\$99 / month	\$11/unit tox, 1 free HydraFacial/qtr, 10% off all services, \$100 referral credit
Platinum (Stack)	\$199 / month	\$10/unit tox, 1 free IV/month, 20% off laser/body, priority booking, 2 guest passes/yr

Match Competitor E's \$99 price point; beat Competitor C's \$140/year by offering a monthly cadence that feels smaller.

Tier 3 - High-LTV Packages (Cherry / CareCredit financed)

Package	Price	Financed
Morpheus8 Face + Neck - 3 session	\$2,100	~\$75 / mo (Cherry)
Regeneration Stack (Sculptra 2v + Morpheus8 3s + polynucleotides)	\$3,499	~\$126 / mo
Lifetime LHR (match Competitor D's signature)	\$1,499-\$2,999	~\$55-\$107 / mo

Meta ad angle roster - 8 creative concepts to test

1. "\$8.99 Botox - 48 hours only" - bi-monthly tox cycle refresh. Countdown creative. UGC.
2. "Fresh Face Starter \$399 - 20u tox + glow" - NEW flagship offer. Provider-led Reel + UGC variant.
3. "The Botox price nobody wants you to see" - contrarian hook revealing \$8.99 entry. Scroll-stopper.
4. "\$199 Lip - 20 spots this week" - existing winner. Add countdown timer.
5. "Men's Upgrade - \$399 for tox + NAD" - white space. Male patient testimonial Reel.
6. "Stop paying for filler. Try this instead." - Sculptra + polynucleotides narrative for Gen X women.
7. "Meet [Medical Director]" - authority / trust builder. Static + Reel.
8. "Top-rated local med spa - here's why" - social proof highlight reel of Google reviews.

Compliance notes

- Avoid pharmaceutical brand names in copy
- Avoid needle close-ups in thumbnails
- Replace hard "before/after" with "Week 1 / Week 6 journey" framing
- Keep UGC raw - over-produced content flags more often
- Financing badge (CareCredit, HSA, FSA, Cherry) increases CVR on all offer LPs

SECTION 09

90-Day Action Plan

Weeks 1-2 - Offer + asset reset

- Publish membership tiers + terms on site (Glow \$99 / Platinum \$199)
- Launch "Fresh Face Starter" offer at \$399
- Build 3 dedicated landing pages: /botox-899, /fresh-face, /summer-stack
- Compliance audit Meta ad account (strip pharma brand names, before/after text overlays)

Weeks 3-6 - Creative test wave

- Shoot 8 ad creative variants (70/30 UGC/provider split)
- Launch 3 test campaigns: Fresh Face Starter, Men's Upgrade, \$199 Lip relaunch with urgency
- Capture UGC from 10 existing 4.9-star clients (offer \$50 credit for permission + Reel)
- **CPL targets:** under \$20 (winning - beating current \$14.86 baseline is the goal), \$20-\$40 neutral, over \$45 kill

Weeks 7-10 - Stack the summer calendar

- Mother's Day Mother-Daughter Duo push (book by May 8)
- Memorial Day Summer Body Kickstart
- **June bi-monthly tox cycle:** \$8.99 countdown creative + member-only preview drop
- Father's Day Men's Upgrade - plant the men's flag
- IV Glow / SkinVive summer content cluster
- Launch Cherry-financed Regeneration Stack package + ad

Weeks 11-13 - Fall pivot + retention

- **August bi-monthly tox cycle:** "VIP Tox Week" member-only drop
- Shift Sept creative to "Prep for the holidays" - Morpheus8 + Sculptra packages
- Tox maintenance email wave to May/June clients (3-4mo re-treat window)
- Launch VIP client event (tox + champagne) to drive membership signups
- Quarterly review: membership growth, CPL by offer, LTV by entry offer

Key performance targets - next 90 days

Metric	Current	Target
Meta CPL (all campaigns)	\$14.86 (7-day)	Under \$20 sustained
Meta CPC (all campaigns)	\$1.14 (7-day)	Under \$1.50 sustained
Bi-monthly tox cycle CPL	N/A	Under \$15 during active cycles
Membership signups	Not tracked publicly	100 in first 60 days post-launch
Avg new-patient ticket	~\$199 (lip intro)	\$299+ via bundled starter
Male patient mix	Not tracked	10% by end of Q3

About this sample: This is an anonymized version of a real Growth Recon AI report delivered to a paying client. Business name, location, medical director, addresses, social handles, and all 10+ competitor identities have been redacted. Every metric, recommendation, calendar item, and offer architecture detail is preserved verbatim from the original engagement.

Reports like this are compiled using live web research, Meta Ad Library scans, competitor site intelligence, and current industry data from AmSpa State of the Industry, ASPS, Allergan/AbbVie investor materials, Boulevard trend reports, and Precedence Research. Prepared by Growth Recon AI.