



CLIKITI RESEARCH · STATE OF THE WEB · Q4 2026

The State of Independent Med Spa Websites 2026

34%

of 194 independent med spa and aesthetic clinic websites show any treatment price: per unit, per syringe, per session or a starting price.

75/100

median overall score

5 of 9

questions clients ask that a typical site answers

87%

fail WCAG 1.4.3: text contrast passes 4.5:1

For small agencies and freelancers who sell websites to independent med spas and aesthetic clinics. Free to use and cite under CC BY 4.0. Credit Clikiti with a link.

194 sites · scanned October 2026 · ±7 pts

clikiti.com/research/medspa/2026-q4

CLIKITI RESEARCH

Clients read *the label* before they book

We read the websites of 194 independent med spas and aesthetic clinics in the US the way a client does: on a phone, comparing two or three places, asking what a treatment costs, who will hold the needle and whether a doctor is behind it.

STUDIED

194 websites

KINDS

Four kinds of
practice

MEASURED

Thirteen checks

The State of Independent Med Spa Websites · Q4 2026 · edition
2026-Q4



CLIKITI RESEARCH

NO. 2026-Q4

Independent med spa websites

34%

Treatment price

+ 42% Downtime and side effects

Ingredients: online booking, credentialed injector named, client reviews, financing or membership, consultation offered, before-and-after photos, medical director named, downtime and side effects, treatment price.

N = 194

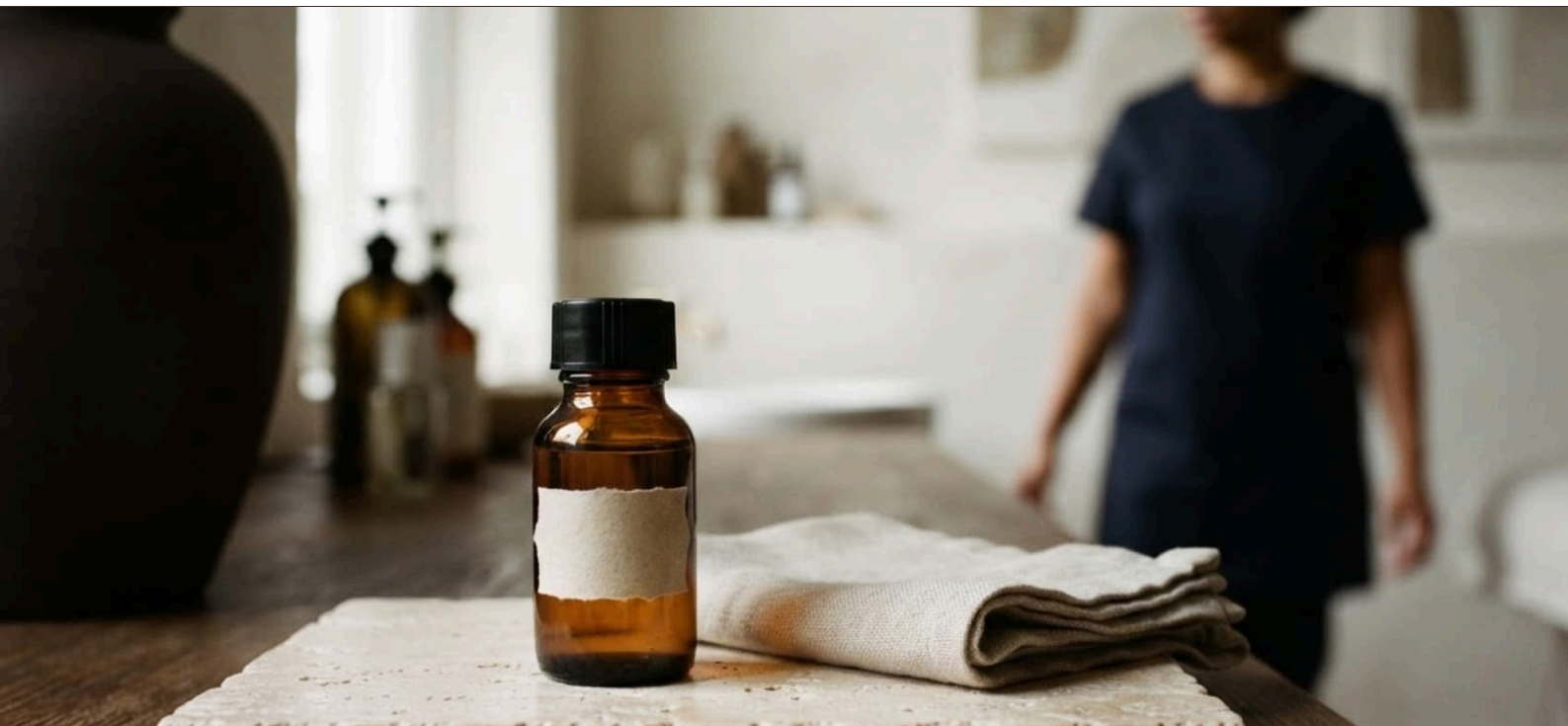
±7 PTS

THE HEADLINE

of the 194 websites in this
study answer the client's
question “What will it cost?”

Only 34% of the 194 independent med spa and aesthetic clinic websites Clikiti scanned in Q4 2026 answer “What will it cost?”
Margin of error ±7 points at 95% confidence.

00	Summary of findings	01	The full ingredient list	02	How the four kinds of practice compare	03	Four practices, up close
04	The clients left out	05	Method in brief	06	What this means for agencies	A	Methodology
B	Practices in this study						



SUMMARY OF FINDINGS

Clients ask nine questions. The median site answers *five*.

Across 194 independent aesthetics websites, the median site answers five of the nine client questions this edition tests. 34% show any treatment price; 44% name a physician as medical director or lead doctor.¹

Reading note

Figures come from automated scans of 194 independent med spa and aesthetic clinic websites in the US. Results are anonymous except one reference practice. Margin of error: ± 7 points at 95% confidence for a share of all 194 sites (Independent med spas ± 12.1 , Cosmetic dermatology ± 14.4 , Laser and skin clinics ± 15.7 , Injector-led boutiques and aesthetic nurse practices ± 14.9). Notes are at the end.

75_{/100}

Median website score across all 194 practices.

5_{/9}

client questions answered by the median practice's site.

87%

answer the most-answered question: "Can I book without calling?"

87%

have text that fails the WCAG contrast minimum.

By kind of practice, injector-led boutiques and aesthetic nurse practices have the highest median score (76) and cosmetic dermatology the lowest (74), against 75 for all 194.

The least-answered question is "What will it cost?" (34% of practices). The most-answered is "Can I book without calling?" (87%).

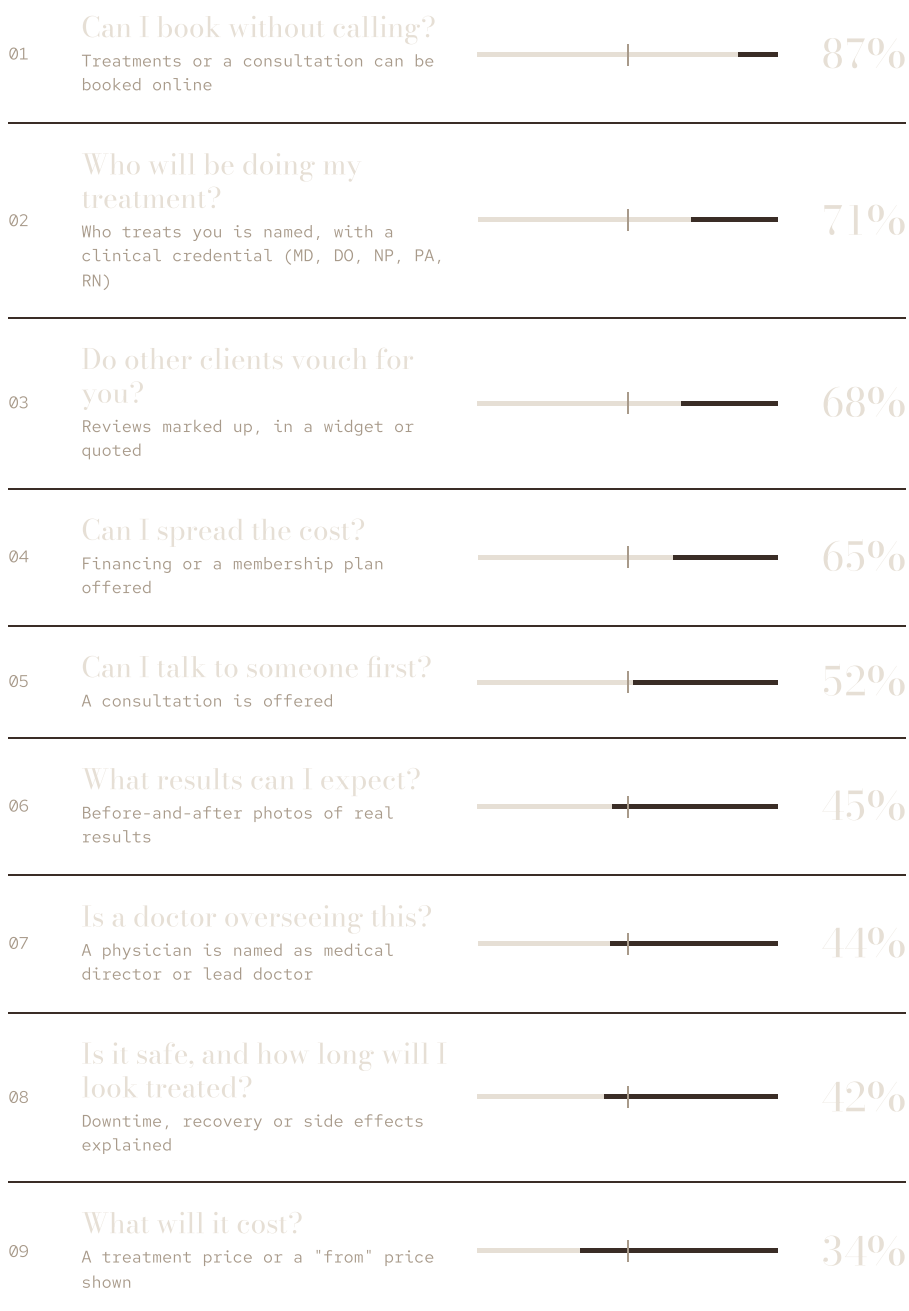
6 of 194 practices answer all nine questions.

The most common technical failure is text contrast passes 4.5:1, failed by 87% of practices (WCAG 1.4.3).

What a client can find out *before booking*

We turned nine questions people ask before an aesthetic treatment into nine checks, then read each site for an answer a client could find on a phone. Listed like ingredients: the most common answer first.

Share of all 194 websites answering each question



Line length is the share of practices, drawn to scale. † dashed = fewer than a third answer · tick = half

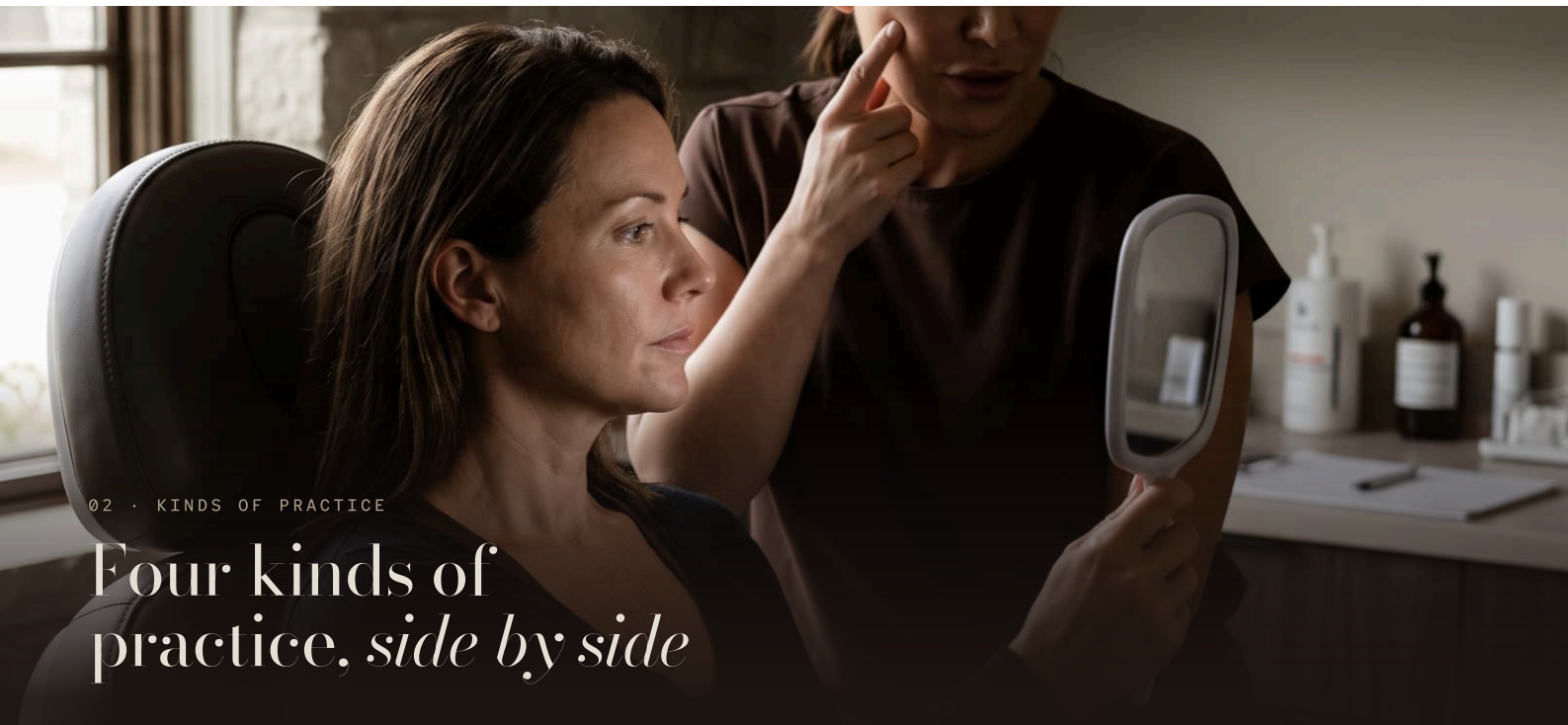
Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from most to least answered, like an ingredient list.



Three tabs open. The practice that answers her question is the one she books.

“What will it cost?”

The client question practices answer least: 34% of 194 sites



02 · KINDS OF PRACTICE

Four kinds of practice, *side by side*

Independent med spas (66): median score 75, a price shown on 41%, a named medical director on 45%. Cosmetic dermatology (46): median score 74, a price shown on 13%, a named medical director on 80%. Laser and skin clinics (39): median score 75, a price shown on 36%, a named medical director on 23%. Injector-led boutiques and aesthetic nurse practices (43): median score 76, a price shown on 44%, a named medical director on 23%.

76/100 Injector-led boutiques and aesthetic nurse practices median score · 43 sites · ±14.9	75/100 Independent med spas median score · 66 sites · ±12.1	75/100 Laser and skin clinics median score · 39 sites · ±15.7	74/100 Cosmetic dermatology median score · 46 sites · ±14.4
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On scoring

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the practice. The client-question checks are reported separately and do not feed it.²

Where each website scores

Overall website score out of 100, one dot per site; the bisque rule is each group's median

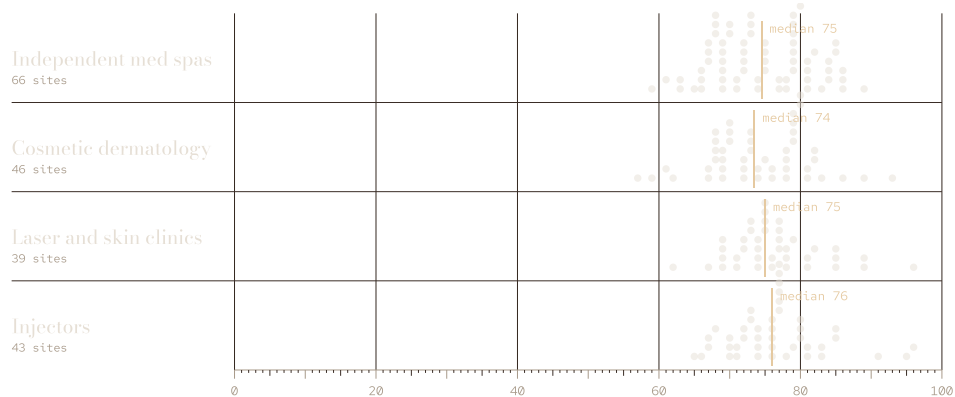


Figure 2. Overall website score out of 100, one dot per site. The bisque rule marks each group's median.



03 · UP CLOSE

Four practices, up close

Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the practice itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

01



FORMULA NO. 01

An independent med spa in the South

72 / 100

BOOKING AND COST	WHO AND HOW	PROOF	ACCESSIBILITY	SPEED
●●●●●	●●●●	●●	●●●●	●

Answers 9 of 9 client questions. Falls short on text contrast.

02



FORMULA NO. 02

An injector-led boutique in the South

80 / 100

BOOKING AND COST WHO AND HOW PROOF ACCESSIBILITY SPEED

Answers 5 of 9 client questions. Falls short on any treatment price, before-and-after photos, downtime and side effects and 3 more.

03



FORMULA NO. 03

An independent med spa in the Northeast

79 / 100

BOOKING AND COST WHO AND HOW PROOF ACCESSIBILITY SPEED

Answers 5 of 9 client questions. Falls short on any treatment price, a named medical director, a consultation offer and 4 more.

04



FORMULA NO. 04

An independent med spa in the Midwest

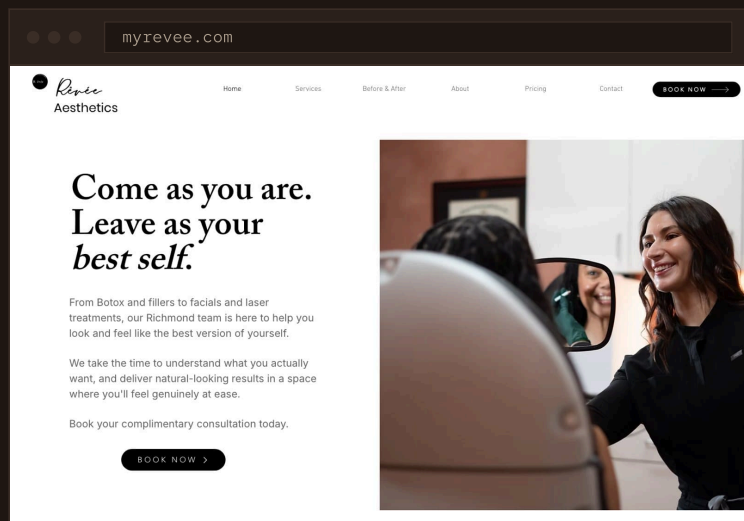
68 / 100

BOOKING AND COST WHO AND HOW PROOF ACCESSIBILITY SPEED

Answers 0 of 9 client questions. Falls short on any treatment price, online booking, who treats you and 9 more.

Rêvée Aesthetics

Independent med spa, Richmond, VA. It answers 9 of the 9 client questions this edition tests, loads fast on phones and describes its images; like most sites in this study, it has yet to pass text contrast (WCAG 1.4.3). Its overall website score is 86/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15. Visit myreevee.com

WHAT IT DOES WELL

A treatment price or a "from" price shown

Treatments or a consultation can be booked online

Who treats you is named, with a clinical credential (MD, DO, NP, PA, RN)

A physician is named as medical director or lead doctor

Before-and-after photos of real results

Financing or a membership plan offered

A consultation is offered

Downtime, recovery or side effects explained

Reviews marked up, in a widget or quoted

Real phone visitors see the main content in 0.6 s (Chrome UX Report, 75th percentile; good is 2.5 s or less)

Every image has a text description (WCAG 1.1.1)

Clikiti pillar scores of 90 or more: accessibility 96, SEO 96, trust 93

The clients *left out*

A client using a screen reader, a keyboard, larger text or an older phone is still a client. These checks measure whether the site lets them in.³

CHECK	STANDARD	FAIL
Text contrast passes 4.5:1	WCAG 1.4.3	87%
Loads in under 2.5 s on a phone	Core Web Vitals · LCP	77%
MedicalBusiness, MedicalClinic, Physician or DaySpa structured data	Schema.org · MedicalBusiness	59%
Images have text descriptions	WCAG 1.1.1	18%

Table 1. Technical checks, share of the 194 sites that fail each one.



Whose hands. The person behind the treatment is the first thing a client looks for.

How the sites were read

STEP 1 · ALL 194 SITES

Read

The home page and up to nine pages it links to (treatments, prices, team, before and after, financing and memberships, reviews, booking, FAQ, contact), read as a server delivers them. The client questions are answered here, by fixed published rules (Appendix A4).

STEP 2 · ALL 194 SITES

Measure

Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.

STEP 3 · ALL 194 SITES, SCORE ONLY

Review

An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.

SCOPE

This study examines how independent med spas and aesthetic clinics present themselves on the web, not the safety, results or prices of their treatments, nor whether they meet any state's rules on medical supervision.

FOR AGENCIES AND FREELANCERS

What this means for agencies



For small agencies and freelancers who sell websites to independent med spas and aesthetic clinics. We scanned 194 of their websites: 2% score under 60 out of 100, and 73% leave at least three of the questions clients ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

Who is realistic to win

Cosmetic dermatology are the most winnable: the lowest median score in this report (74 out of 100), and 4% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Independent med spas	66	75	2%
Cosmetic dermatology	46	74	4%
Laser and skin clinics	39	75	0%
Injector-led boutiques and aesthetic nurse practices	43	76	0%

Score out of 100. "Under 60" is the share of sites that miss most of what a client looks for.

5 problems to lead a pitch with

87% Text contrast passes 4.5:1 QUICK FIX

Raise text contrast to at least 4.5:1 in the theme: pale taupe on cream and white on photographs are the usual failures.
"The soft palette makes parts of the site hard to read, and it is a WCAG failure."

77% Loads in under 2.5 s on a phone BUILD

Resize and compress the hero video or image and the gallery, defer booking and chat scripts, aim for under 2.5 s on a phone.
"Your home page takes several seconds to appear on the phone where clients compare you with two other practices."

66% What will it cost? CONTENT

Publish the price the practice already quotes on the phone: neurotoxin per unit, filler per syringe, laser and facials per session or package, or a "from" price for each treatment.
"The first thing a client wants to know is what it costs, and your site makes her book a consultation to find out."

59% MedicalBusiness, MedicalClinic, Physician or DaySpa structured data QUICK FIX

Add MedicalBusiness (or MedicalClinic or DaySpa) structured data with the address, phone, hours and the physician.
"Search engines and assistants have to guess what kind of practice you are and where you are."

58% Is it safe, and how long will I look treated? CONTENT

On each treatment page, say how long the treatment takes, the usual downtime and the common side effects, and link the aftercare instructions.

"Clients plan treatments around work and events. Your site never says how long they will look treated."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example text contrast passes 4.5:1 (87% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 194 independent med spas, cosmetic dermatology practices, laser clinics and injector-led boutiques sites, the median scores 75 out of 100 and answers 5 of the 9 questions clients ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

Show every practice *what its clients read*

Clikiti reads a practice's site the way a client does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a practice owner who wants to check the evidence behind a pitch.

194 websites studied	4 types of organisation	47 states	±7 points, margin of error at 95%	2026-10-15 date the sites were read
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A1. The research question

When someone considering an aesthetic treatment (injectables, laser, skin) looks up an independent med spa or clinic online, usually on a phone, can they find out what it costs, whether they can book without calling, who will treat them and with what credential, whether a doctor oversees the practice, what results look like, whether they can spread the cost, whether they can talk to someone first, what the downtime and risks are, and whether other clients vouch for it?

Population. Independently owned US aesthetics businesses with one to three locations and their own website, in four groups: independent med spas, cosmetic dermatology practices, laser and skin clinics, and injector-led boutiques and aesthetic nurse practices. These are the aesthetics businesses a small or mid-size web agency can realistically win as clients.

A2. Who was studied

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, med spas	Independent medical spas offering injectables, lasers and skin treatments, found in local search results, city by city	87
Local search, cosmetic dermatology	Independent dermatology practices with a cosmetic or aesthetic service line, found in local search results, city by city	49
Local search, laser and skin clinics	Independent laser hair removal, laser skin and skin clinics found in local search results, city by city	114
Local search, injectors	Injector-led boutiques and aesthetic nurse practices (Botox and filler studios run by a nurse injector, nurse practitioner or physician assistant), found in local search results, city by city	118

INCLUDED	EXCLUDED
• An independently owned business with one to three locations and its own website (not a directory, booking-platform page or social profile) • Based in the United States	• National and regional chains and franchises (for example Ideal Image, LaserAway, Sono Bello, SkinSpirit, Ever/Body, Massage Envy, Hand & Stone, European Wax Center, Woodhouse,

- Offers medical aesthetic treatments (injectables, lasers or energy devices, medical-grade skin treatments)
- Home page responds and shows the business it claims to be (each home page title was checked before scanning)
- Radiance, Skin Laundry, The Lux) and any business with four or more locations or in several states
- Hospital systems, university clinics and dermatology groups owned by a private-equity platform with many locations
- Plastic surgery practices whose site is about surgery first
- Day spas and salons that offer no medical aesthetic treatment
- Directories, marketplaces and booking-platform-only pages (RealSelf, Yelp, Vagaro, Boulevard or GlossGenius pages without the business's own site)
- Parked, placeholder, password-protected, hijacked or unreachable sites, and duplicates

FROM LIST TO SAMPLE					SITES
Candidates listed					223
Removed at screening: the site refused automated visitors or answered with a bot check (20)					-20
Removed at screening: parked or placeholder (1)					-1
Removed at editorial review: a plastic surgery practice, a practice in two states, a large practice with a national retail arm, and two home pages carrying injected casino links (5)					-5
Cohort					197
REGION (US CENSUS)	INDEPENDENT MED SPAS	COSMETIC DERMATOLOGY	LASER AND SKIN CLINICS	INJECTOR-LED BOUTIQUES AND AESTHETIC NURSE PRACTICES	ALL
Northeast	14	11	12	14	51
Midwest	19	8	5	5	37
South	19	15	13	12	59
West	14	12	9	12	47
All regions	66	46	39	43	194

A3. How the sites were read

Pages. The home page, then for each of nine topics (treatments, prices, team, before and after, financing and memberships, reviews, booking, FAQ, contact) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most ten pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. What was measured

9 questions clients ask before they book a treatment, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
What will it cost? A treatment price or a "from" price shown	A dollar price is shown for a named treatment, a unit or a syringe, a session or an area, or a 'from' or 'starting at' price. Discounts, savings, credits, gift cards, spend minimums, consultation fees and deposits, cancellation and no-show fees, and monthly or annual membership fees do not count.	Clikiti client question 1 of 9
Can I book without calling? Treatments or a consultation can be booked online	A link, button or embedded scheduler lets the visitor book a treatment or a consultation online.	Clikiti client question 2 of 9
Who will be doing my treatment? Who treats you is named, with a clinical credential (MD, DO, NP, PA, RN)	At least one clinician is named with a clinical credential (MD, DO, NP, APRN or FNP, PA-C, RN or CRNA) or in a clinical role (nurse injector, nurse practitioner, physician assistant), or a physician is named as in the next check.	Clikiti client question 3 of 9
Is a doctor overseeing this? A physician is named as medical director or lead doctor	A physician is named within a sentence or two of 'medical director', supervision, a board certification as dermatologist, plastic surgeon or physician, or as founder or owner. Only MD and DO count: a 'Dr.' who is a nurse practitioner (DNP), naturopath (ND, NMD), chiropractor or dentist does not.	Clikiti client question 4 of 9
What results can I expect? Before-and-after photos of real results	Before-and-after photos are shown in the served page (an image described as before and after, or a gallery page with before-and-after photos or filed under a treatment), or a before-and-after gallery is linked from the home page. Galleries drawn only by scripts in the browser are not seen.	Clikiti client question 5 of 9
Can I spread the cost? Financing or a membership plan offered	Financing (for example CareCredit, Cherry, PatientFi, Affirm), payment plans or a membership plan is offered. Professional memberships and phrases such as 'no gym membership' do not count.	Clikiti client question 6 of 9
Can I talk to someone first? A consultation is offered	A consultation is offered: a free or complimentary consultation, or a link to book or request one.	Clikiti client question 7 of 9
Is it safe, and how long will I look treated? Downtime, recovery or side effects explained	Downtime, recovery, side effects, risks or aftercare are explained: side effects or risks named, aftercare or pre- and post-treatment instructions, or downtime stated in days. Marketing lines such as 'no downtime' or 'minimal downtime' alone do not count.	Clikiti client question 8 of 9

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
Do other clients vouch for you? Reviews marked up, in a widget or quoted	Client reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, quoted (at least two testimonials in quotation marks), or a testimonials or reviews section carries at least three first-person client accounts.	Clikiti client question 9 of 9
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals · LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3
Images have text descriptions Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1
MedicalBusiness, MedicalClinic, Physician or DaySpa structured data MedicalBusiness, MedicalClinic, Physician or DaySpa structured data	The site describes the business to search engines with MedicalBusiness, MedicalClinic, DaySpa, HealthAndBeautyBusiness, Physician or Dermatology structured data.	Schema.org · MedicalBusiness

A5. The website score

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the practice, and the client questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four practice profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. Precision

With 194 sites, a share reported for the whole sample is precise to within ± 7 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: independent med spas ± 12.1 (n = 66); cosmetic dermatology ± 14.4 (n = 46); laser and skin clinics ± 15.7 (n = 39); injector-led boutiques and aesthetic nurse practices ± 14.9 (n = 43). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed business before scanning
- Every home page was checked for signs of a hijacked domain (gambling, adult, crypto or unrelated pharmacy content) before scanning
- Detection rules were checked against the evidence they record for a sample of businesses in every group, and revised before the final run
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. Limitations

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Booking flows, chat widgets and quiz-style consultation forms were not tested.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some price menus, schedulers, galleries and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 21 candidates blocked or did not answer automated visitors, or served a placeholder, and are not in the study; sites behind such protection may differ from those studied.
- The study reports what a website shows. It does not judge any treatment, result, safety record or price, and it does not assess compliance with any state's rules on medical supervision, delegation, advertising or before-and-after photos.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent businesses, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every business in the country.

A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

Practices in this study

The 194 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

Independent med spas ⁽⁶⁶⁾

A-Class Aesthetics Med Spa
New Berlin, WI

Aesthetics Elevated MedSpa
Brookfield, WI

AgeLess Medical Aesthetics and Lasers
Cheyenne, WY

ANEU Med Spa
Madison, WI

Annapolis Aesthetics
Severna Park, MD

Aponi Aesthetics
Worcester, MA

Austin Med Spa
Austin, TX

Beautify Agency
Clayton, MO

Bel Viso Medical Spa
East Greenwich, RI

Blossom Med Spa + Wellness
Lancaster, PA

BP Royal Medspa
Henderson, NV

Charleston Medical Spa
Charleston, SC

Crafted Beauty Med Spa
Spokane, WA

EverySkinMD Skin & Wellness Clinic
Little Rock, AR

Facecard Med Spa
Oak Brook, IL

FIG Med Spa
Tulsa, OK

Fusion Med Spa
Naperville, IL

GFaceMD Medical Spa
Wellesley, MA

Glow Aesthetics Medical Spa
South Burlington, VT

Grace + Beauty Medical Spa
Westlake, OH

Inside Out Med Spa
Naples, FL

Instinct Holistic Medical Spa
Bozeman, MT

Kiss Me Med Spa
Fresno, CA

Lazaderm
Sioux Falls, SD

LUMAesthetics
Rochester, NY

Luminescence Medical
Latham, NY

Luxe Forte Med Spa
Denver, CO

Lysty Aesthetics & Wellness
Huntington, NY

Madison Medispa
Waunakee, WI

Maine Aesthetic Medicine
Portland, ME

Omaha Med Spa
Omaha, NE

Organic Skin Studio
Sacramento, CA

Park Aesthetics
Savannah, GA

Pellé Medical Spa
Manchester, NH

Privé Med Spa
Lexington, KY

ProAge Medical Spa
Reno, NV

Pure Chateau Wellness Medspa
Stamford, CT

Pure Lux Medspa
Edina, MN

RADIANT a medspa
Naperville, IL

Rejuvené Med Spa and Wellness Center
New Orleans, LA

Reneux Med & Day Spa
Honolulu, HI

Rêvée Aesthetics
Richmond, VA

Rinnova Skin & Body
Boulder, CO

Royal You Med Spa
Madison, WI

RVA Med Spa
Richmond, VA

Sandia Skin + Face
Albuquerque, NM

SimplySkin MedSpa
Fishers, IN

Skin & Sculpt Med Spa
Knoxville, TN

Skin Medics
Metairie, LA

Skin Savvy Aesthetics
Scottsdale, AZ

SkinHub MedSpa
Frisco, TX

SkinLife Medspa
Anchorage, AK

SOKO Aesthetics & Wellness
Leawood, KS

Soleil Medical & Beauty Spa
Portland, OR

SpaMedica GR
Grand Rapids, MI

The L.A.B. Med Spa
Southlake, TX

The Summit Aesthetics
Clarks Summit, PA

Thrive Medical Spa
Milton, GA

Vibrance Med Spa
Edina, MN

Viva Skin Lounge
Pittsburgh, PA

Cosmetic Laser Centers Pittsburgh, PA	Modern Skin Clinic Charlotte, NC	Skintellect Laser & Aesthetics Tampa, FL
Delmar Laser Spa Delmar, NY	Naples Laser Studio Naples, FL	Solara Skin + Laser Anchorage, AK
Envy Skin Clinic Bloomington, MN	Naples Skin Clinic Naples, FL	SOMA Skin & Laser Millburn, NJ
Excellase Skin Medspa Raleigh, NC	Omni Skin Landisville, PA	TC Skin & Laser Eden Prairie, MN
Face and Body Laser Honolulu, HI	Oregon Laser Surgery Center Portland, OR	The Bay Aesthetics Tampa, FL
Franklin Skin and Laser Franklin, TN	Pure Image Laser and Spa Indianapolis, IN	The Natural Beauty Med Spa Huntington, NY
Kalon Laser Aesthetics Denver, CO	Raleigh Laser & Aesthetics Raleigh, NC	The Skin Clinic Huntington, NY
Knoxville Laser Clinic Knoxville, TN	Sarasota Laser Hair Removal and Aesthetics Sarasota, FL	Tulsa Skin Center Tulsa, OK
Kucumber Skin Lounge Seattle, WA	Sedona Laser Center Edina, MN	Vermont Medical Spa Essex Junction, VT

Injector-led boutiques and aesthetic nurse practices ⁽⁴³⁾

Aesthetic Nurse Ashley San Diego, CA	Holistic Elegance Medical Aesthetics Stamford, CT	Save Face Medspa Buffalo, NY
Aesthetics By Heather Austin, TX	JLG Medical Spa (Jenna L. Goldsmith NP) Williamsville, NY	Shine Aesthetics and Wellness Mason, OH
Amy Aesthetics & Wellness Ashburn, VA	Known Aesthetics Pittsburgh, PA	Simply Injectables Providence, RI
Azar Aesthetics Alpharetta, GA	Kristi Chase Aesthetics Tucson, AZ	The Aesthetics Club Nashville Nashville, TN
Beachside Aesthetics & Wellness Honolulu, HI	Liquid Aesthetics Glastonbury, CT	The Aesthetix Lounge Lancaster, PA
Beam Beauty Little Rock, AR	Melrose Aesthetics Nashville, TN	The Dose Collective Boise, ID
Botox by Kristen Enid, OK	Midwest Aesthetics Nurse Cindy Johnston, IA	The Skin RN Albuquerque, NM
BX3 Aesthetics Worcester, MA	MOTOX skin science South Portland, ME	Tinytox Collab Rochester, NY
Christina Wilson Aesthetics Tucson, AZ	Naturally Aesthetic Rumson, NJ	Tox Medspa Savannah, GA
Elite Aesthetics Overland Park, KS	Nouveau MedSpa Kirkwood, MO	Ultra Smooth Skin Scottsdale, AZ
EvenFlow Aesthetics Pittsford, NY	NP Injectionista Las Vegas, NV	VERA Medical Aesthetics Honolulu, HI
Fondren Aesthetics Jackson, MS	Nurse Riley Rx San Diego, CA	Victoria Aesthetics Clifton Park, NY
Fresh Face Med Spa Bethesda, MD	Nurture Wellness & Aesthetics Denver, CO	White Coat Aesthetics Las Vegas, NV
Glitz and Glam Aesthetic Alpharetta, GA	Proyecto Belleza Aesthetics Clarks Summit, PA	
Grace Aesthetics Franklin, TN	Pure Beauty GR Grand Rapids, MI	

DISCLAIMER

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any practice's treatments, results, safety or prices, and automated checks may contain errors. This report is not medical advice. It is not a judgement of any treatment, result or price, and it does not assess compliance with any state rule on medical supervision, delegation or advertising. Clikiti is not affiliated with, and does not endorse, any practice listed here; trademarks belong to their owners. The report is provided "as is" under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one practice screenshot is the featured practice's own home page, shown unaltered.

REMOVE MY PRACTICE FROM THIS STUDY

We review every request and reply when it's done; removed practices are excluded from future editions.

NOTES

1. Every figure is computed from the scan data for this edition: 194 of 197 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ± 7 points at 95% confidence for a share of all 194 sites (Independent med spas ± 12.1 , Cosmetic dermatology ± 14.4 , Laser and skin clinics ± 15.7 , Injector-led boutiques and aesthetic nurse practices ± 14.9). Left out: 2 (no mobile Lighthouse result), 1 (not scanned). Results are not attributed to named practices, except the reference practice; elsewhere each is shown as its kind of practice and a number. The appendix lists who was scanned.
2. Thirteen checks: nine client questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; MedicalBusiness, MedicalClinic, Physician or DaySpa structured data.
3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); MedicalBusiness, MedicalClinic, Physician or DaySpa structured data (Schema.org · MedicalBusiness).
4. Scanned October 2026.
5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the reference practice's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

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Only 34% of the 194 independent med spa and aesthetic clinic websites we scanned show any treatment price: per unit, per syringe, per session or a starting price. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

Cite (APA)

Clikiti. (2026, October 15). The state of independent med spa websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/medspa/2026-q4>

Embed the chart

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/medspa"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/medspa">Clikiti, The State of Independent Med Spa Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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194 sites · scanned October 2026 · margin of error up to ±7 percentage points at 95% confidence.

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