



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

**Medical Aesthetics Services/
Med Spa Insights**

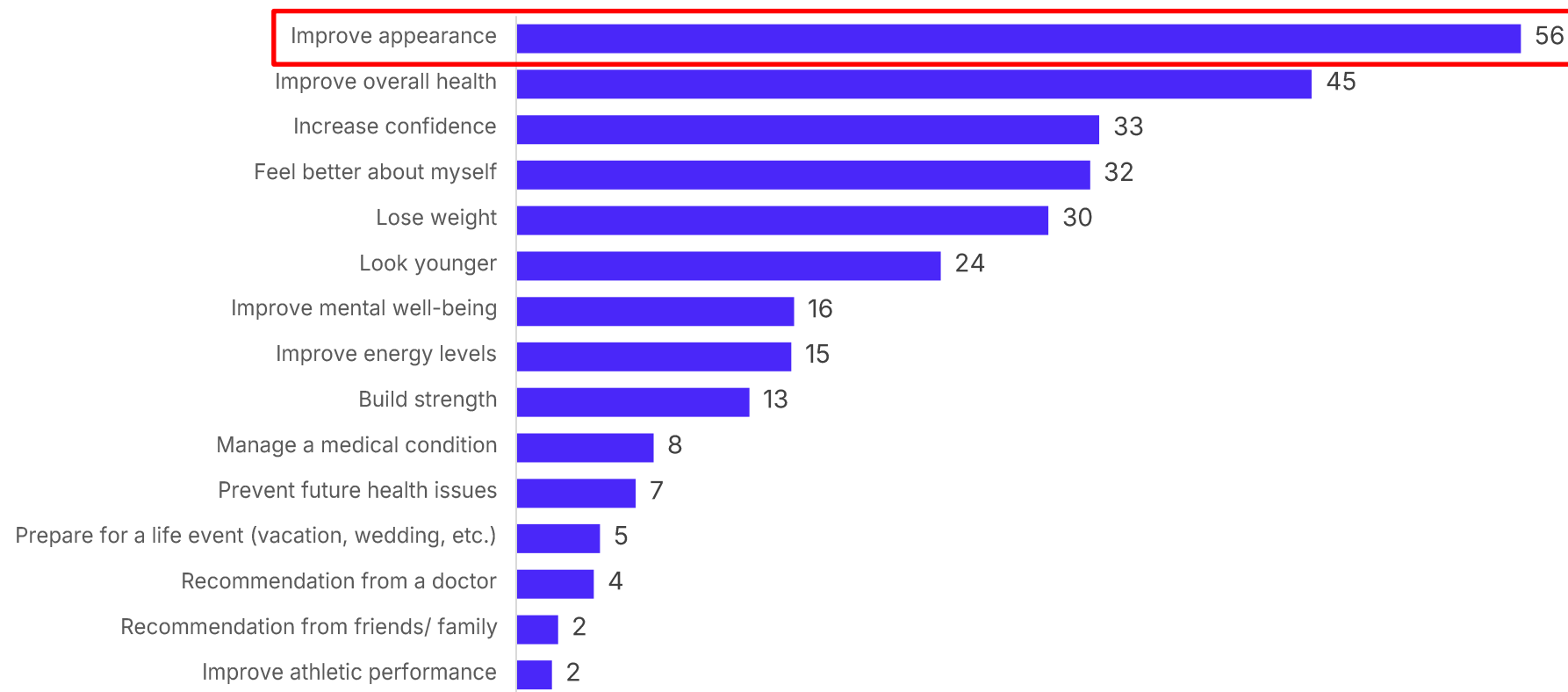
October 2026

Key Insights

- Consumer interest in medical aesthetic services and med spa providers has surged in recent years, particularly as many users are interested in complementing this with their weight loss initiatives (including GLP-1 medication)
- Choosing the right med spa provider is determined by a variety of factors, with the desire for improved appearance remaining the primary motivator
- When selecting a provider, consumers weigh several key factors, with reputation, online reviews, professional credibility, and competitive pricing ranking among the most influential in their decision-making process
- Audio content plays a unique role in building consumer trust by delivering authentic patient stories from trusted voices, helping potential consumers feel more informed and confident as they navigate their choice of med spa provider

Improved appearance is the main reason a consumer would use a medical aesthetics/med spa provider

What are the main reasons you would use a medical aesthetics services/med spa?



In fact, with GLP-1 Use on the Rise, the Category Sees Continued Interest Particularly As A Complement to GLP-1

31%

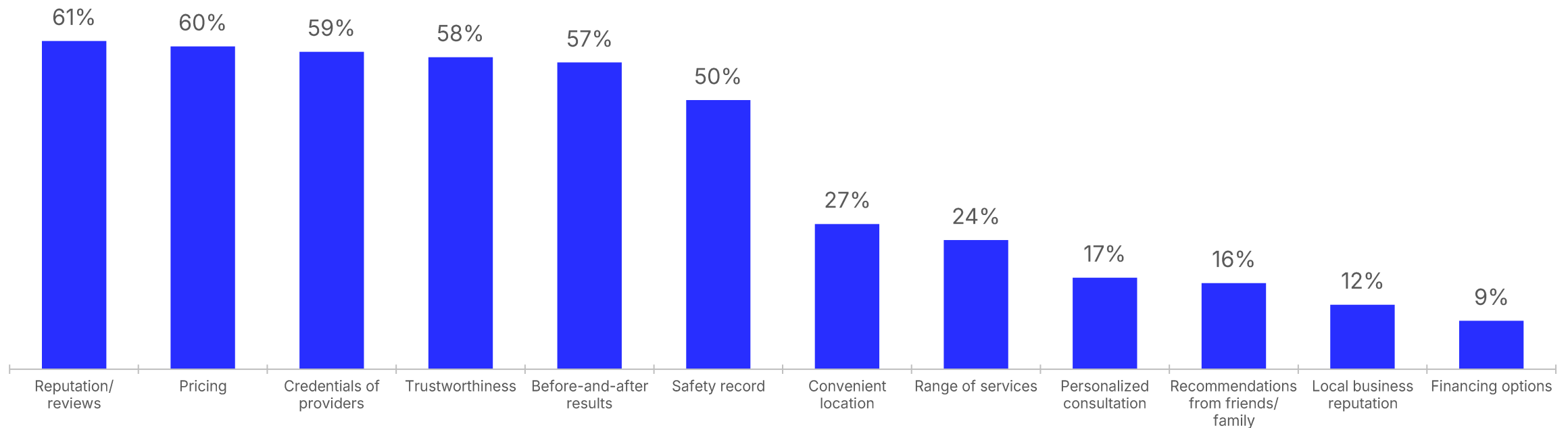
of respondents have used a GLP-1 medication in the past 24 months.

63%

are interested in or have considered medical aesthetics treatments as a complement to weight loss from a GLP-1 or weight loss program.

When consumers are selecting a med spa provider, trust and reputation is of top importance

Which factors are most important when choosing a medical aesthetics services/med spa provider?



Audio builds med spa credibility by connecting consumers with real stories, helping them feel confident when choosing a provider

83%

agree that hearing real stories helps them trust a med spa provider.

Nearly 70%

agree that audio content helps them learn about med spa matters they may not have researched on their own.

7 in 10

agree that their perception of a med spa provider would be more favorable if a trusted radio personality or podcast host discussed it.

Radio reaches medi-spa prospects with Rhythmic and Hot AC top radio formats and TV/Film and Science toppodcast genres

Radio reaches over

83%

of cosmetic procedure patients.

Top Radio Formats

Rhythmic Contemporary Hit Radio (130i)
Hot AC (127i)
Adult Contemporary (121i)
News/Talk/Information (118i)
Alternative (115i)

Top Podcast Genres

TV & Film (267i)
Science (207i)
Education (203i)
Arts (194i)
Health & Fitness (193i)

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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Methodology

DATES OF FIELDING: October 2026

N = 597 A18+ currently considering, actively using, or interested in exploring medical aesthetic services/med spa providers in the next year