

AI VISIBILITY STUDY · DUBAI AESTHETIC CLINICS

Who does AI recommend for aesthetics in Dubai?

150 patient questions · 12 treatments · 15 areas · Perplexity · tested 12 October 2026

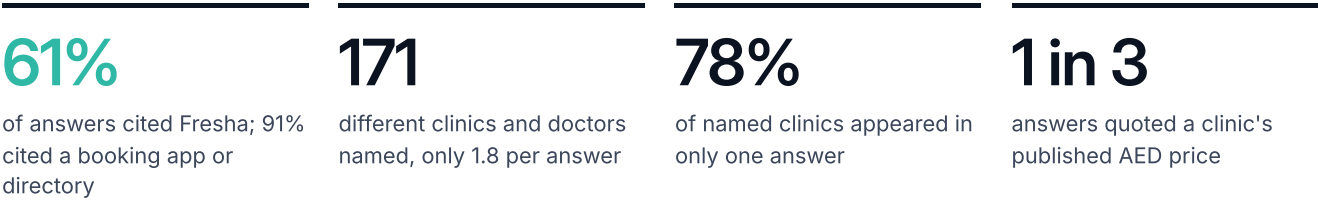
61%

of Perplexity's answers cited Fresha, a booking app, as a source. No clinic's own website came close.

01 · KEY FINDINGS

Booking apps decide. No clinic owns Dubai.

When patients ask Perplexity for an aesthetic clinic in Dubai, it builds the answer from booking apps and directories, names fewer than two clinics, and often declines to pick a "best" at all.



02 · WHO AI RECOMMENDS

The clinics Perplexity names most

Answers naming each clinic, out of 150 patient questions.

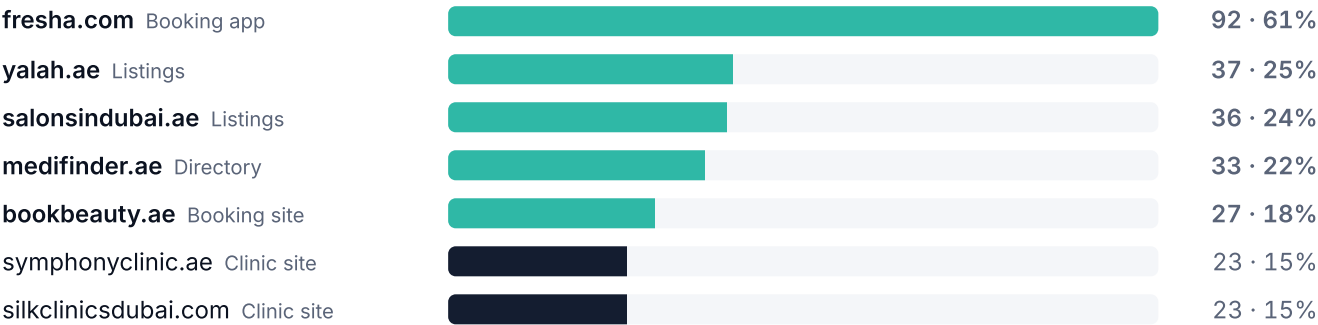


Even the leaders are thin: Symphony Clinic was named in 10% of answers, and first in 11. In 39 answers (26%) Perplexity said no single "best" clinic could be named, and in 8 it named none at all.

03 · SOURCES

Booking apps are Perplexity's main source

Share of the 150 answers citing each website. Perplexity cited 11 sites per answer on average.



04 · WHAT THE WINNERS DO

Prices, listings and one page per treatment

- W-01**

Published prices

50 answers (33%) quoted a clinic's AED price, and the clinics that publish prices get named. Symphony Clinic's own site was cited 23 times, with answers repeating its prices, such as PRP for hair at AED 449 a session.
- W-02**

Listed on the booking apps

137 of 150 answers (91%) cited a booking app or directory, and Fresha alone appeared in 61%. A clinic with no Fresha or directory listing for a treatment is rarely in the answer.
- W-03**

One page per treatment

The most-cited clinic sites have a dedicated page for each treatment, for example symphonyclinic.ae/treatments/aesthetic/hydrfacial and skin111.com/morpheus-8-treatment. Perplexity quotes those pages directly.
- W-04**

Clear locations

SKIN111 was named by branch ("SKIN111, Palm Jumeirah Mall") and won 8 of 10 Palm Jumeirah answers. Area names on listings and pages match the way patients ask.

05 · AREAS

A few areas have a clear winner. Most don't.

The clinic named most often for each area. Samples per area are small (7 to 11 questions), so read this as a direction, not a ranking.

AREA	NAMED MOST OFTEN	ANSWERS NAMING IT	DIFFERENT BUSINESSES NAMED
Palm Jumeirah	SKIN111	8 of 10	10
Business Bay	Symphony Clinic	7 of 10	5
Al Barsha	Glow Aesthetics Dermatology Clinic	5 of 11	12
Dubai-wide	Symphony Clinic	4 of 11	16
Mirdif	Dr Aashim Singh Kukreja, Medcare	3 of 9	12
Dubai Hills	The Reformery Aesthetic Clinic	3 of 9	9
JLT	Infinity Aesthetic & Dental Center	3 of 10	10
Deira	Glow Aesthetics Dermatology Clinic	3 of 10	16
Downtown Dubai	Trusta Medical Center	3 of 11	16
Al Wasl	Elora Polyclinic	2 of 8	13
Arabian Ranches	Dr Dilek Eryilmaz, Mediclinic	2 of 8	7
JBR	SKINIII Medical & Aesthetics Clinic	2 of 11	12
Jumeirah	The Nova Clinic	2 of 10	18
Umm Suqeim	Seline Clinic	2 of 10	18
Dubai Marina	No clear leader	1 of 7	16

Open ground

Dubai Marina, Jumeirah, Umm Suqeim, Al Wasl, JBR and Arabian Ranches have no clinic named more than twice. In Arabian Ranches and JLT, Perplexity named no clinic at all in 3 answers each.

06 · RECOMMENDATIONS

Five fixes, in order of impact

What an aesthetic clinic can do to be recommended more often.

1	List every treatment on Fresha and the main directories Keep a complete, current listing on Fresha and on directories such as medifinder.ae, with every treatment, price and branch.	IMPACT HIGH EFFORT LOW
2	Publish prices on your own site Perplexity quotes AED prices. Put a "from" price, session length and what is included on each treatment page.	IMPACT HIGH EFFORT LOW
3	Build one page per treatment and area A page for each treatment (Botox, HydraFacial, Morpheus8) that names the doctor, the branch and the area, answering what patients ask.	IMPACT HIGH EFFORT MEDIUM
4	Show who performs it Name the doctor, DHA licence and experience on each treatment page. Perplexity named an individual doctor in 37 answers (25%).	IMPACT MEDIUM EFFORT LOW
5	Earn reviews where they are read Reviews on Google, Fresha and the directories feed the "top rated" answers. Ask every happy patient.	IMPACT MEDIUM EFFORT MEDIUM

Where does your clinic stand?

I'll run the same questions for your clinic, treatments and area, free, and show you who AI recommends instead.

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Method. 150 questions written the way Dubai patients ask, across 12 aesthetic treatments and 14 areas plus Dubai-wide. Perplexity's search-backed answer engine (Agent API, 'fast' preset) via the API on 12 October 2026; one answer per question, no account history. Every clinic or doctor named and every site cited was recorded; names were extracted from the answers and variants merged. AI answers vary between sessions, and the Perplexity app can answer differently from the API. Per-area samples are small. Neural Command, LLC · 1639 11th St, Suite 110-A, Santa Monica, CA 90404