

Sunset Dermatology Group

May 29, 2026 · 5 competitor signals detected

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5 competitor changes detected for Sunset Dermatology Group today. Two high-priority items warrant action this week.

 **ACTIONS TO TAKE TODAY (5)**

tap to expand ▾

HIGH PRIORITY





  **Bel Air Aesthetic Group** HIGH  EXAMPLE  [contact](#)

Botox per-unit price visible on website for first time — \$11/unit

 NEWS

Bel Air Aesthetic Group added a pricing page yesterday with Botox at \$11/unit (no minimums). This is unusual for the BH market where \$13-15/unit is standard and pricing is normally not published. Likely a deliberate front-of-funnel acquisition move targeting price-shoppers who normally go to medspas.

→ **ACTION:** Don't race to the bottom on price. Counter with a "we don't up-sell units you don't need — every consult includes free imaging" message. Most price-shoppers convert to repeat clients when they trust the physician.

  **Dr. Lila Hendricks MD** HIGH  INSTAGRAM  [contact](#)

Hosted reality-TV cast member for filler treatment — Instagram reel hit 2.1M views

 NEWS

Dr. Lila Hendricks posted an Instagram reel yesterday with a reality-TV of Beverly Hills cast member receiving a filler treatment. 2.1M views in 24 hours, 8.2K saves, 1.4K DMs (per her stories). Likely 60-90 day demand spike for her practice.

→ **ACTION:** Two angles: 1) Beverly Hills is now influencer-saturated — pivot your patient acquisition toward authentic before/after content from real patients (with consent); 2) consider whether your practice has any underutilized celebrity/influencer patient relationships you could tactfully surface.

MEDIUM PRIORITY

  **Laurel Canyon Dermatology** MEDIUM  EXAMPLE  [contact](#)

Launched new "GLP-1 weight loss" service line targeting cosmetic patients

 NEWS

Laurel Canyon Dermatology added GLP-1 weight loss (semaglutide injection) as a new service yesterday. Pricing is \$499/month membership. They are positioning it as a complement to cosmetic

treatments — "skin tightening + weight management." Smart cross-sell into their existing aesthetic patient base.

→ **ACTION:** Assess whether GLP-1 fits your practice. The compounding regulatory environment is shifting; some dermatologists are exiting the space. If you do offer it, position around "physician-supervised, with proper medical oversight" — differentiator vs medspa-only practices.

  **Beverly Crest Dermatology** MEDIUM  [MAPS ↗](#)  [contact](#)

Five new reviews mention 4-month wait time for new patients

 NEWS

Beverly Crest Dermatology has five reviews this week mentioning a "4-month wait" or "couldn't get in until October" for new patient consults. Indicates they're scheduling-constrained. Their unconverted demand is your opportunity.

→ **ACTION:** Run a Google Local Service Ad with "Available this week for new patient consults" copy. Target Rodeo Drive's search geo. Add a next-available-slot widget to your homepage so visitors see open slots rather than a "call to book" CTA.

LOW PRIORITY / FYI

  **Industry News** LOW  [EXAMPLE ↗](#)  [contact](#)

federal drug regulator expands semaglutide indication to include weight maintenance

 NEWS

federal drug regulator approved an expanded indication for semaglutide yesterday, including weight maintenance after initial loss. Pharma marketing will amplify this; expect increased patient inquiries about long-term maintenance protocols.

→ **ACTION:** Train front-desk staff to handle GLP-1 maintenance inquiries even if you don't offer the service — refer to a partnering endocrinologist or medical weight-loss clinic. Lost trust from a hostile referral is expensive.

.jsonl attached — feed today's brief to your AI agent

The attachment `brief-*.jsonl` is a machine-readable version of this brief: one JSON object per change. Save it and paste into ChatGPT/Claude/etc. with a prompt like "Summarize the top 3 actions from this competitive brief."

Wiring your AI agent to read your inbox automatically is also an option — but it's a level of access we don't recommend lightly. Inbox-reading agents have access to far more than this brief; that's a risk only you can decide to accept.

[Full guide & schema reference →](#) · [Schema docs](#)

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