

## Radiant Skin Med Spa

August 14, 2026 · 5 competitor signals detected

### CONFIDENTIAL · PROPRIETARY BUSINESS INTELLIGENCE

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5 competitor changes detected for Radiant Skin Med Spa today. Two high-priority items warrant action this week.

### ACTIONS TO TAKE TODAY

#### ACTIONS TO TAKE TODAY (5)

- ☐  **HIGH · re: Aspen Ridge Medspa** — Added medical weight loss and muscle-building body sculpting  
**Decide whether medical weight loss belongs in your menu. If you already offer it and simply do not list it, add it to your homepage and Google Business Profile — an unadvertised service is invisible to a shopper.**
- ☐  **HIGH · re: Northern Bloom Med Spa** — Promoting a new Cedar Grove Parkway location  
**Compare your posted hours against theirs. Weekend availability is the single most common reason a first-time med spa client picks one clinic over another in this market.**
- ☐  **HIGH · re: Radiance Aesthetics South** — Leads the local field on review volume — 1,172 vs your 56  
**Make review generation routine: text or email every satisfied client a direct Google review link immediately after their visit, and reply to every review including critical ones. Recent 5-star reviews lift both the count and the score a buyer sees first.**
- ☐  **MEDIUM · re: Service gap analysis** — Six services your competitors advertise and you do not  
**Start with online booking — few rivals have moved on it and it is the cheapest of the six to add. Then confirm whether the other five are true menu gaps or simply services you offer but never listed.**
- ☐  **MEDIUM · re: Meridian Wellness** — Positioning as boutique injector-led, no pricing shown  
**Their narrow menu is your opening: you can compete on breadth. Their hidden pricing is also an opening — you already advertise transparent pricing, so say so explicitly on the pages a comparison shopper lands on.**

### INTELLIGENCE SIGNALS

 **HIGH PRIORITY**

  **Aspen Ridge Medspa** **HIGH**  [EXAMPLE ↗](#)  [contact](#)

### Added medical weight loss and muscle-building body sculpting

 NEWS

**Aspen Ridge Medspa** now advertises semaglutide-based medical weight loss alongside muscle-building body sculpting, positioned together as a single programme on their services page. This is a category you do not currently advertise, and it is the strongest repositioning signal in the Eagan market this week.

Sources: [example.com](#)

  **Northern Bloom Med Spa** **HIGH**  [EXAMPLE ↗](#)  [contact](#)

### Promoting a new Cedar Grove Parkway location

 NEWS

**Northern Bloom Med Spa** is actively promoting a new Cedar Grove Parkway location in addition to its established North Eagan site at 3001 Palm Way. Their listed hours run 10 AM-7 PM weekdays, 9 AM-5 PM Saturday and 10 AM-5 PM Sunday — wider than yours on both weekend days.

Sources: [example.com](#)

  **Radiance Aesthetics South** **HIGH**  [MAPS ↗](#)  [contact](#)

### Leads the local field on review volume — 1,172 vs your 56

 NEWS

Across the nine clinics monitored, **Radiance Aesthetics South** holds 1,172 Google reviews at 4.9 stars, roughly five times the field median of 236. You currently rank 8th of 9 on review volume with 56 reviews at 4.7 stars, below the 4.8 held by the leaders.

Sources: [maps.google.com](#)

## MEDIUM PRIORITY

  **Service gap analysis** **MEDIUM**  [EXAMPLE ↗](#)  [contact](#)

### Six services your competitors advertise and you do not

 NEWS

Comparing your public website against the eight competitors monitored: laser hair removal (7 of 8 advertise it), facials (4 of 8), gift cards (4 of 8), online booking (3 of 8), LED light therapy (3 of 8) and microblading (2 of 8). Only two of eight advertise online booking, so it remains an available advantage rather than table stakes.

Sources: [example.com](#)

  **Meridian Wellness** **MEDIUM**  [EXAMPLE ↗](#)  [contact](#)

### Positioning as boutique injector-led, no pricing shown

 NEWS

**Meridian Wellness** leads with Botox as its core offering under a board-certified nurse practitioner with 16+ years of clinical experience, emphasising 15-minute sessions and FDA-approved safety. No pricing is visible anywhere on their site, and their scanned pages show no lasers, body treatments or broader med-spa services.

Sources: [example.com](#)

 **.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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