

Swiss Aesthetic Clinic Coverage & Review Transparency Snapshot

August 2026

Released: 28 August 2026

Production cutoff: 2026-08-28T12:11:02.309Z

Query ID: research-foundation-production-snapshot-v1

Market: Switzerland (CH) only

A descriptive account of BeautyGuide directory coverage and review-data visibility.

This report is not a clinical assessment, market-size estimate, or quality ranking.

Approved citation:

BeautyGuide, Swiss Aesthetic Clinic Coverage & Review Transparency Snapshot - August 2026, released 28 August 2026, production cutoff 2026-08-28T12:11:02.309Z, query ID research-foundation-production-snapshot-v1.

1. What the snapshot shows

BG-CH-OBS-001 1,485 approved Swiss directory records.

A record is not necessarily a unique physical site and does not equal all Swiss clinics.

BG-CH-OBS-002 1,266 records had both a synced Google rating and review count (85.3% field coverage).

BG-CH-OBS-003 Eligible records represented 74,684 provider-reported Google aggregate reviews. These are not BeautyGuide reviews, unique patients, or an independent authenticity audit.

BG-CH-OBS-004 The separate cache held 6,409 visible review rows from 1,266 clinics. This sample layer is not the provider-wide aggregate total.

BG-CH-OBS-006 The Swiss archive contained 146 published posts; all had publication dates. Publication date is not medical-review date.

2. Geographic coverage convention

Fifty-eight raw city values were reconciled using the market-aware Swiss town-to-directory-hub convention. 1,475 records mapped to 10 hubs; 10 records were excluded as cross-border. This is not a canton or population denominator.

Zurich 361	Geneva 247	Bern 178	Lausanne 164
Lugano 139	Basel 122	St. Gallen 93	Lucerne 75
Zug 50	Fribourg 46		

Cross-border exclusions:
Lorrach 5; Weil am Rhein 2; Varese VA 2; Via Alessandro Volta 6 / Varese 1.

BG-CH-OBS-008 Raw city strings are data-quality inputs, not a safe statement about how many Swiss cities or cantons the directory covers.

3. Google freshness and ranking coverage

Eligible Google aggregate sync ages at the cutoff:

0-30 days: 1; 31-90 days: 1; 91-180 days: 1,262; 181+ days: 2.

Oldest sync: 2026-01-26T16:41:53.954Z.

Newest sync: 2026-08-23T15:53:46.964Z.

Freshness was uneven; most eligible records were 91-180 days old.

BG-CH-OBS-005 The active August product snapshot contained 233 ranking pages, 77 treatments, 9 ranking cities, 2,686 qualifying slots, 1,889 items and 309 unique ranked clinics. The stored threshold was 50 reviews. Generation ran 2026-08-05 21:16-21:17 UTC.

Rankings are product outputs, not clinical accreditation or measurement of quality, safety, efficacy, or patient outcomes.

4. Integrity and data gaps

The fresh production snapshot returned zero orphan or cross-market rows across reviews, ranking items, daily analytics, and interaction events.

tenant_integrity_failure_rows: 0.

BG-CH-OBS-007 Price coverage was insufficient: 6 clinics, 177 price rows, and zero non-empty price values. No CHF price range is reported.

BG-CH-OBS-009 Zero approved records had BeautyGuide public verification flags populated. This does not establish that credentials are absent.

BG-CH-OBS-010 Analytics counters are not unique people. Event, bot, and deduplication semantics are not validated for demand, so this report makes no patient-demand claim.

5. Method, limits, and corrections

Unit: one approved BeautyGuide directory record with market_code = ch.

Records are not deduplicated into legal entities, organizations, or physical sites. Multi-location brands may have multiple records.

No per-capita or canton-normalized coverage and no FSO denominator are used.

No claim is made about market size, demand, clinical quality, efficacy, safety, patient outcomes, price ranges, or professional credentials.

No qualified medical reviewer is documented for this release; therefore the report contains no medical source claims.

Correction or right of reply:

Send the claim ID, page URL, evidence, and proposed change to support@beautyguide.ch.

Web report: <https://beautyguide.ch/en/reports/swiss-aesthetic-clinic-coverage-august-2026>