MADOR REPORT · NOVEMBER 2026

Aesthetic clinics in Italy: who AI assistants recommend

We asked 4 AI assistants where to find aesthetic clinics in 50 cities in Italy, with 5 questions per city written the way a resident would ask them. That makes 1,000 answers, collected on 3 November 2026.

73% of answers recommend at least one business

725 of 1,000 answers give at least one name to call. With the same method, the true share sits between 70% and 75%; the other answers explain how to choose and name nobody.

Perplexity names the most, Claude the fewest

Perplexity recommends a business in 100% of its answers, Claude in 6%. Showing up in one assistant does not mean showing up in another.

Seta Beauty is recommended in 13 of 50 cities

14% of answers name at least one national network or chain. The other recommended businesses are independent, and they change from city to city.

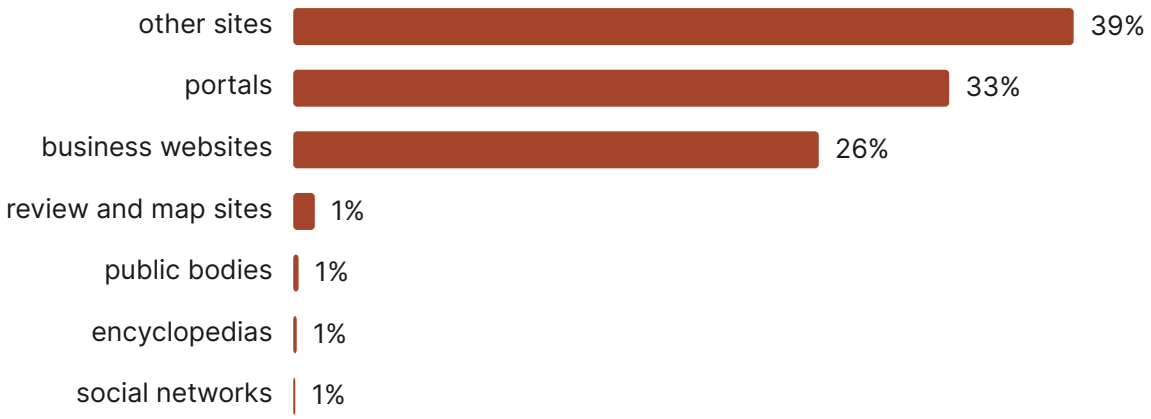
Portals make up 33% of the sites read, business websites 26%

60% of answers link to a portal, 43% to the website of a named business. A site the assistant reads is a site it takes names from.

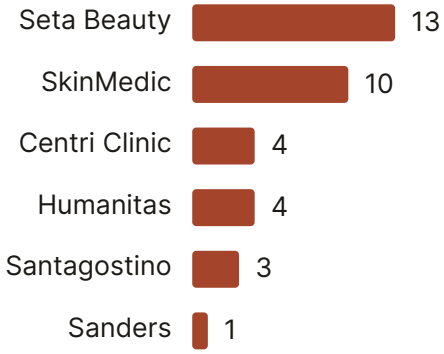
How often each assistant recommends



Sites read, by type



Networks recommended in the most cities



City by city

#	City	Answers	With a business	Most recommended
1	Roma	20	65%	Clinic Medical Beauty, Clinica Parioli, Beauty Medical Lab
2	Milano	20	70%	Rêve Clinic, Rigenera Clinic, L'Equipe Clinica Estetica
3	Napoli	20	80%	Excelsa Aesthetic Medicine, Clinica Ruesch, Aestheticare
4	Torino	20	75%	Cristal Beauty, Centro Medico MEA, Ebi Clinic Torino Santa Rita
5	Palermo	20	70%	InFormaMedica Day Clinic, Centri Clinic, Rigenera Medical Lab
6	Genova	20	70%	Santagostino, Visage Medicina e Chirurgia Estetica, New Genesis
7	Bologna	20	85%	Giorgini Clinique, The Longevity Suite, Juneco
8	Firenze	20	80%	Clinica Gramsci, Medlight, Clinica Estetica Europa
9	Bari	20	80%	LCB – La Clinica Bari, Lo Studio Medico Associato Cardone, Baldan Beauty Clinic
10	Catania	20	75%	OG Medica, Centri Clinic, Dieffe Clinic
11	Verona	20	80%	Clinica San Francesco, Castelvecchio Clinic, Derma Clinica

#	City	Answers	With a business	Most recommended
12	Venezia	20	70%	Centro di Medicina, Bielo+Hub, Poliambulatorio Venice Surgery
13	Messina	20	70%	Centri Clinic, Studio Medico Picarella, ME Plastic
14	Padova	20	70%	Clinica Città-Giardino, Kalèrga – Clinica di medicina estetica, Clinica Pallaoro
15	Brescia	20	70%	Biosphera Med, Zadei Clinic, MedikalBeauty Institute
16	Parma	20	70%	Seta Beauty, Casa di Cura Città di Parma, Poliambulatorio Santa Caterina
17	Trieste	20	75%	Clinica Monvis, Skin Doctors' Center, Fisiomed Italia
18	Prato	20	65%	Clinica Gramsci, Althara Centro Medico, Aesthetic Medical Care
19	Taranto	20	70%	Medical Chic, Centro Medicina Estetica BeautyLab, Poliambulatorio SOSMEDICO
20	Modena	20	75%	Alba Clinic, MedikalBeauty Institute, Poliambulatorio Rigenera
21	Reggio Emilia	20	75%	7Even Clinic, Poliambulatorio Privato San Michele, 3C Salute
22	Reggio Calabria	20	70%	Beauty Lab Bio, Centro Medico Elisir, EpìLate Reggio Calabria
23	Perugia	20	70%	MEd'Elite, Clinica Villa Venus, Estetica Beauty Studio
24	Ravenna	20	70%	MedEstetClinic, RioRav, LP Clinic
25	Livorno	20	75%	The Skin Clinic, Ethicamed, Medicina Estetica Altmann
26	Rimini	20	75%	Juneco, Clinica Lilium, Poliambulatorio Valturio
27	Cagliari	20	75%	Clinica DeaSalus, Jumeaux Med, CS Clinic
28	Foggia	20	75%	Centro Salute "Giovanni Paolo II, Area Bellessere, Beauty&Co
29	Ferrara	20	75%	EnjoyDerma, AEsthe Medica, Centro di Medicina
30	Latina	20	70%	Seta Beauty, Studio Associato Medica, Pulsinelli Medical Center
31	Salerno	20	65%	ME Medicina Estetica, Gold Clinic, Clinic Medical Beauty
32	Giugliano in Campania	20	75%	Centro Polispecialistico Hermes, Etere Beauty Center, Rega Clinic
33	Monza	20	75%	Seta Beauty, Santagostino, Centro Laser Monza
34	Bergamo	20	60%	Alta Clinic, Myclinique, Doryan Clinic
35	Sassari	20	75%	My Clinic, Pro-Clinic, Centro Clinico Medìs
36	Trento	20	70%	Armani Estetica, Clinica Medes, Beauty Clinic
37	Pescara	20	80%	Skin Laser Clinic, Mediestetic, Novea Skin Center
38	Forlì	20	75%	Villa Orchidee, BC Clinic, Poliambulatorio Kripton
39	Siracusa	20	70%	Apollo Medical, Bodylab, Spazio Beauty VG
40	Vicenza	20	75%	Centro Medico Spinelli, Clinica Cappellina, New Genesis

#	City	Answers	With a business	Most recommended
41	Bolzano	20	70%	SkinMedic, Dolomites Medical Center, CityClinic
42	Terni	20	70%	SkinMedic, Studio Medico Capaldi, Clinic Studi Medici
43	Piacenza	20	70%	Medi Rocca, Centro Lusenti, Centro Medico Medora
44	Novara	20	70%	SkinMedic, Seta Beauty, Centro Medico Sant'Ambrogio
45	Ancona	20	75%	IALU Clinic, Studi Medici Pietralacroce, Arkei Centro Estetico
46	Udine	20	65%	Centro Laser Dermatologico, Poliambulatorio San Luca, Studio Medico Tomat
47	Andria	20	70%	PPM Medical, La Bellezza Della Vita, Lasermed s.r.l
48	Arezzo	20	75%	The Skin Clinic, Centro Clinico Borromeo, Medicina Estetica Toscana
49	Cesena	20	70%	Poliambulatorio Esculapio, A-Medic, Casa di Cura San Lorenzino
50	Pesaro	20	75%	SkinMed Centro Medico, GF Medical Center, Salus Medica

Method

Cities: the 50 most populous municipalities, ISTAT estimates at 1 January 2026. Each city has its own 5 questions, in the language spoken there, the same for every assistant.

Assistants: ChatGPT, Gemini, Claude, Perplexity, with the models of Mador's free scan and web search on. For each question and assistant the most recent answer counts.

An answer "recommends a business" when it names at least one real business in the category: headings, neighbourhoods, portals and public bodies do not count. The interval accounts for assistants answering the same questions (the same method as the Mador Index).

Since 4 November 2026, the order counts the answers that recommend first, then the mentions.

Names appear only where the assistants recommend them, never if an answer advises against them: national networks in the cities where at least one answer recommends them, independent businesses recommended in at least 2 answers in their city.

This data comes from the same work Mador does every day for businesses: it sees where assistants recommend them, writes and publishes the missing pages and measures again to see what changed.

[See where your business shows up]

Mador, "Aesthetic clinics in Italy: who AI assistants recommend", November 2026, mador.ai.