VERITHEIA

The truth about your brand, seen clearly.

COMPETITIVE INSIGHT REPORT

Lumen Aesthetics

Compared with Larkspur Skin Studio, Briarwood Med Spa, and Solenne Aesthetics

Prepared for Dana Reyes, Owner · October 2026

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Veritheia · veritheia.com
Confidential: prepared for the client named above

THE SHORT VERSION

You match the market on results. You lose it in the consultation.

> Customers rate Lumen's results as highly as anyone's. Larkspur, the market leader, wins on unhurried, no-pressure care, and no one in this market is trusted on pricing. Those two gaps are Lumen's biggest opportunity.

3rd
of 4 on average Google rating (4.6)

2 of 5
themes where Lumen leads or ties the market

−1.5
stars linked to feeling pressured, the market's biggest driver

712
reviews analyzed across four businesses

Your three priorities

1. **Rebuild the first consultation around the client.** Close the biggest real gap with Larkspur.
2. **Publish starting prices.** No competitor owns pricing trust.
3. **Lead with results and reassurance.** Your strongest theme, plus "no pressure, ever."

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THE MARKET TODAY

How customers see each business

Each business rated on the five themes customers mention most in this market.

Theme	Lumen (you)	Larkspur	Briarwood	Solenne
Average Google rating	4.6	4.8	4.4	4.7
Reviews analyzed	412 (all)	100 recent	100 recent	100 recent
Natural-looking results	Strong	Strong	Moderate	Strong
Warm, welcoming staff	Strong	Moderate	Strong	Moderate
No-pressure consultations	Weak	Strong	Weak	Moderate
Clear, upfront pricing	Weak	Weak	Moderate	Weak
Easy booking and follow-up	Moderate	Strong	Moderate	Weak

Strong, moderate, and weak combine how often a theme is mentioned and how positively. Your complete review history is analyzed; competitors are assessed from their 100 most recent public Google reviews.

Where Lumen leads

Natural-looking results (tied with Larkspur and Solenne) and warm, welcoming staff (tied with Briarwood).

Where Lumen trails

No-pressure consultations and easy booking, both areas where Larkspur is rated strong.

WHAT THIS MEANS

Your product is competitive. The experience around it is where customers choose Larkspur instead.

HEAD TO HEAD

Where the differences are real

Some gaps between businesses are real; others are too small to separate from chance. Each comparison below is tested statistically.

Comparison	Lumen	Best competitor	Test	Verdict
Reviews criticizing sales pressure	12%	3% (Larkspur)	z = 2.64, p = .008	Real gap
Reviews praising easy booking	12%	31% (Larkspur)	z = 4.72, p < .001	Real gap
Reviews complaining about pricing	9%	4% (Briarwood)	z = 1.65, p = .10	Not yet clear
Reviews praising natural results	41%	38% (Larkspur)	z = 0.55, p = .58	On par

Two-proportion z-tests. “Real gap” means the difference is very unlikely to be chance (p < .05).

Two gaps are real

Customers are four times as likely to criticize sales pressure at Lumen as at Larkspur, and far less likely to praise booking.

Two are not

Lumen’s results are on par with the leader, and the pricing difference is too small to call yet.

WHAT THIS MEANS

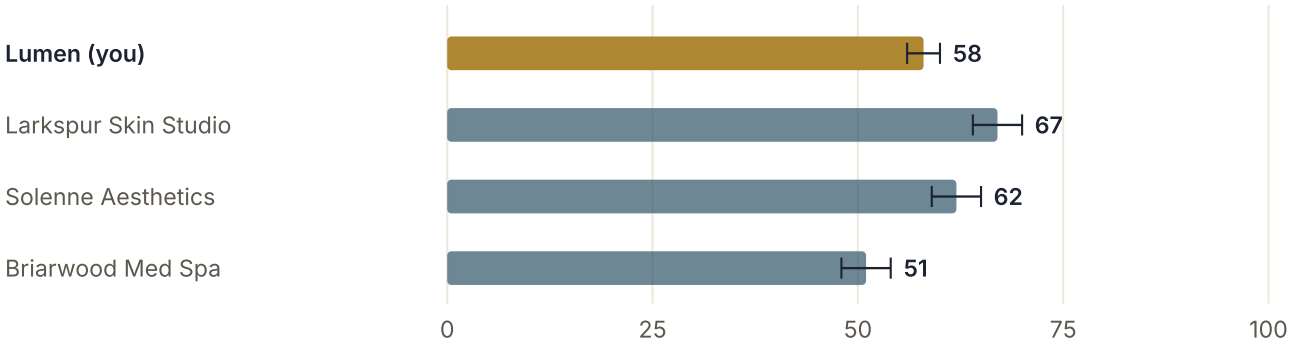
Fix pressure and booking first. They are proven gaps, not hunches.

THE VERITHEIA INDEX

Who customers rave about

Every business here averages 4.4 stars or higher, so stars barely separate them. The Veritheia Index™ does: it measures how enthusiastically customers write about each one, scored the same way for all four.

Veritheia Index Score, 0 to 100, with 95% confidence intervals



Business	Index	Rave Rate	Advocacy
Lumen (you)	58	15%	22
Larkspur Skin Studio	67	24%	33
Solenne Aesthetics	62	18%	26
Briarwood Med Spa	51	10%	17

✓ Larkspur's lead over Lumen is statistically real · p < .001

Larkspur wins on advocacy

One in three Larkspur reviews recommends it or says the client will be back. Its clients describe calm, unhurried first visits.

You lead Briarwood

Lumen's clients are more enthusiastic than Briarwood's, a real advantage for clients choosing between the two.

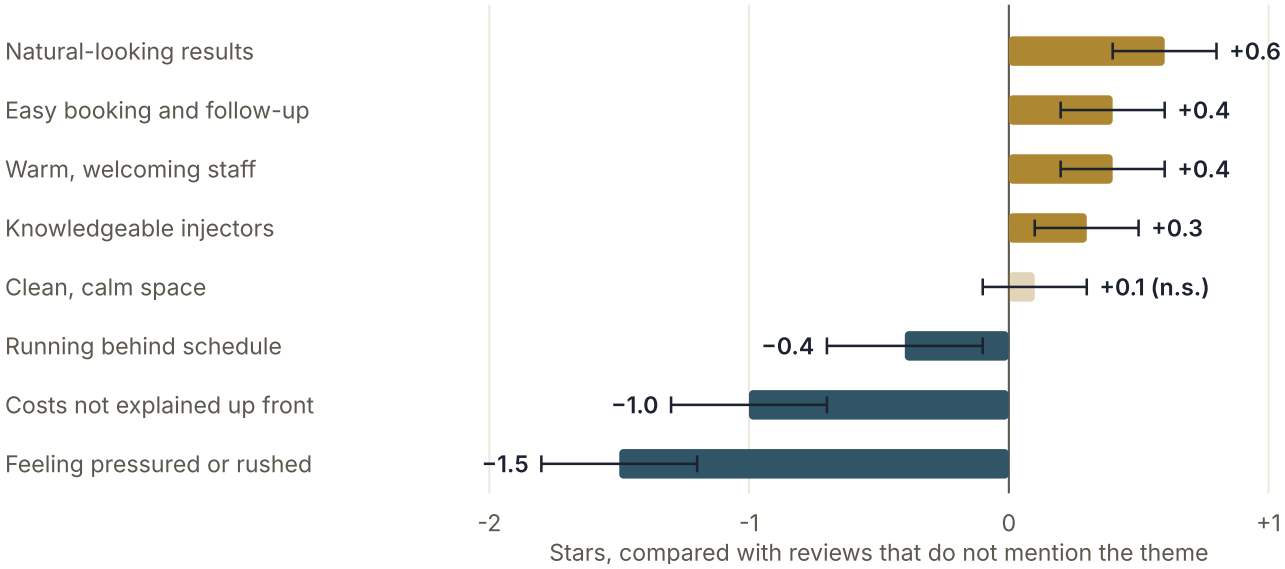
WHAT THIS MEANS

The gap with Larkspur isn't results; it's how the first visit feels. Close that, and Lumen's strong results can carry it to the top.

MARKET DRIVERS

What moves ratings in this market

Combining all 712 reviews across the four businesses shows what drives star ratings in this market as a whole, holding the other themes constant.



Bars show the estimated effect; lines show the 95% confidence interval. Faded bars (n.s.) are not statistically significant.

Biggest risk

Feeling pressured or rushed costs about 1.5 stars per review, more than any other theme in this market.

Biggest lever

Natural results and easy booking lift ratings most. Lumen already wins on one of them.

WHAT THIS MEANS

The theme that costs the most stars in this market is exactly where Lumen trails. That makes it the highest-return fix.

COMPETITORS

Competitor profiles

What customers praise and criticize at each competitor, and the one thing each does that Lumen does not.

Larkspur Skin Studio

Rating 4.8 · market leader

PRAISED FOR

Unhurried, no-pressure consultations; online booking and reminders; natural results.

CRITICIZED FOR

Pricing is rarely explained before treatment.

WHAT THEY DO THAT LUMEN DOESN'T

Consultations that feel like advice, not a sales pitch.

Briarwood Med Spa

Rating 4.4

PRAISED FOR

Warm front desk; the clearest pricing in the market.

CRITICIZED FOR

Pressure to add services; results described as uneven.

WHAT THEY DO THAT LUMEN DOESN'T

Prices discussed before treatment begins.

Solenne Aesthetics

Rating 4.7

PRAISED FOR

Natural results; calm, spa-like setting.

CRITICIZED FOR

Hard to book; long waits for appointments.

WHAT THEY DO THAT LUMEN DOESN'T

A results-first reputation, without Lumen's booking strength.

WHAT THIS MEANS

Larkspur's lead is built on how a first visit feels, which is something Lumen can change quickly.

OPPORTUNITIES

Gaps you can claim

Openings where customers want something the market isn’t giving them, and where Lumen is well placed to win.

1. Be the med spa that never pushes

Feeling pressured is the theme that costs the most stars in this market, and only Larkspur is trusted on it. Fixing the consultation would close Lumen’s biggest proven gap with the leader.

−1.5
stars linked to feeling pressured

12% vs 3%
pressure complaints, Lumen vs Larkspur

p = .008
a real gap, not chance

2. Own transparent pricing

Pricing is a weak spot at three of the four businesses and only moderate at Briarwood. Published starting prices would make Lumen the clear choice for cautious first-time clients.

−1.0
stars linked to unexplained costs

3 of 4
businesses rated weak on pricing

WHAT THIS MEANS

Both gaps are about trust in the first visit. Win that, and Lumen’s results do the rest.

WHAT TO DO NEXT

Three priority actions

1 Rebuild the first consultation around the client

Highest impact · Start this month

Why	Feeling pressured costs 1.5 stars in this market, and Lumen's gap with Larkspur is real (p = .008).
First step	30-minute first consultations; questions first, pricing last; no same-day upsells.
Watch for	Pressure complaints falling toward Larkspur's 3%.

2 Publish starting prices on your website

Quick win · Under a week

Why	Unexplained costs cost a full star, and no competitor owns pricing trust.
First step	A "starting at" price list for your top ten treatments.
Watch for	Fewer billing complaints; reviews that mention clear pricing.

3 Lead your marketing with results and reassurance

Growth · Ongoing

Why	Natural results are your strongest theme and the market's biggest positive driver (+0.6 stars).
First step	Pair before-and-after results with a clear "no pressure, ever" promise.
Watch for	New reviews that mention both results and a relaxed consultation.

PART 2

Your full Customer Insight Snapshot

Your Competitive Report includes the complete Customer Insight Snapshot for Lumen, based on all 412 of your Google reviews. It follows this page and covers:

- What customers love, with margins of error
- What frustrates them
- What actually moves your rating, with the priority matrix
- What has changed in the past year, with significance tests
- The statistics behind your own analysis

In this sample, see the Customer Insight Snapshot template for those pages.

OUR METHOD

How we measure: the Veritheia Index™

Every Veritheia report is built on the Veritheia Index™, a proprietary statistical method developed by Dr. Brian Whelan. It pairs language research developed and tested by university researchers with his proprietary method for analyzing small-business reviews.

1 Theme coding

Every review is read and coded for what it is about, using a codebook built for your business. AI assists with the volume; every result is checked by hand.

2 Language measurement

Each review is scored on three components: Sentiment (how positive the words are), Emphasis (how strongly they say it), and Advocacy (recommending, returning, loyalty), using a sentiment model calibrated for your industry's vocabulary.

3 Statistical testing

Margins of error, significance tests, and driver analysis separate real patterns from noise, using star ratings or the Index itself when ratings barely vary.

4 Expert interpretation

Dr. Whelan, a university marketing professor and consumer behavior researcher, turns the results into clear priorities for your business.

Why it matters

Question	Free review tools and AI chatbots	The Veritheia Index
How happy are customers?	Star average, often 4.8 or higher for everyone	Separates polite five-star reviews from true raves, scored 0 to 100
What matters most?	Lists of frequent keywords	Which themes are linked to higher ratings or stronger enthusiasm, with confidence intervals
Is it a real trend?	Charts that rise and fall	Significance tests that show whether a change is real or chance
Does the wording fit my industry?	General-purpose sentiment that misreads "I was so nervous" or "no pain" as negative	Calibrated for the language of your industry

Reading your scores. The Veritheia Index runs from 0 to 100 and is always shown with its 95% confidence range. The Rave Rate is the share of reviews scoring 75 or higher: the reviews that do your selling for you.

Reference. Sentiment scoring builds on VADER, a peer-reviewed sentiment model, calibrated by Dr. Whelan for each industry: Hutto, C. J., & Gilbert, E. (2014). VADER: A parsimonious rule-based model for sentiment analysis of social media text. *Proceedings of the International AAAI Conference on Web and Social Media, 8*(1), 216–225.

APPENDIX

Behind the numbers

The statistics behind the competitive analysis. Your own Snapshot statistics appear in Part 2.

Measure	Result	What it means
Reviews analyzed	n = 712	All 412 of Lumen's Google reviews plus the 100 most recent public Google reviews for each competitor.
Margin of error, competitor themes	up to ±10 pts	At 95% confidence for a sample of 100. Small differences between competitors are not treated as real.
Head-to-head tests	Two-proportion z-tests	Two gaps are statistically significant (sales pressure, $p = .008$; booking, $p < .001$); two are not.
Market drivers, model fit	$R^2 = .41$	Regression of star rating on theme mentions across all four businesses.
Largest negative driver	−1.5 stars 95% CI −1.8 to −1.2	Feeling pressured or rushed.
Theme coding reliability	$\kappa = .82$	Agreement between independent codings of the same reviews. Above .80 is considered strong.

Limits. Competitors are assessed from recent public reviews, not their full history. Reviews over-represent strong opinions, and drivers show association, not proof of cause.

Want proof your changes worked?
Upgrade to the Insight & Impact Package and get a before-and-after Progress Report three months from now, plus a Results Review with Dr. Whelan.

NEXT STEPS

Where to go from here

Talk it through

Book a 30-minute Report Walkthrough with Dr. Whelan to go through your findings and plan next steps. Includes preparation around your questions. $399.

Track your progress

A quarterly refresh shows whether your changes are working, starting at $299.

About this report

- Lumen: all Google reviews, October 2025 to September 2026
- Competitors: 100 most recent public Google reviews each
- Prepared by Dr. Brian Whelan, a university marketing professor and consumer behavior researcher with two decades of brand and corporate identity leadership at Fortune 500 and global firms.

Questions?

Reply to your delivery email within 14 days and Dr. Whelan will answer them. hello@veritheia.com

The truth about your brand, seen clearly.

Veritheia (ver·ih·THEE·uh) · *Veritas*, truth + *Theia*, light

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