

# VANITY

## BUSINESS

WELCOME TO THE  
FUTURE OF BEAUTY.  
WELCOME, TO  
VANITY GLOBAL



CURIOUS?  
TRUST US,  
YOU'LL LOVE IT...

[www.vanityglobal.co.uk](http://www.vanityglobal.co.uk)

# WELCOME TO VANITY BUSINESS

We're thrilled to welcome you to the Vanity Business family! At Vanity, we're passionate about transforming the beauty and wellness industry by putting your business needs first. Our mission is simple: to empower beauty businesses like yours to thrive, streamline operations, and connect with clients in ways that make a lasting impact. We also believe that beauty businesses are not paid enough for the valuable services they provide, we aim to change that.

With Vanity Business, you're stepping into a world designed to simplify every aspect of managing a beauty business. From no-show protection and flexible payment options to real-time analytics, easy booking process and staff management, our platform is built to help you maximise your potential. As you explore our pack, you'll discover tools tailored to increase your revenue, enhance customer loyalty, and create a seamless experience for both you and your clients.

We're here to support you every step of the way. Vanity Business is dedicated to your growth and success. Thank you for giving us the chance to be part of your journey. We can't wait to help you reach new heights.

Warm regards,  
The Vanity Global Ltd Team.



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# INTRODUCTION



**Vanity Business** is revolutionising the beauty industry by addressing one of its biggest challenges: appointment no-shows. Each year, missed appointments cost the beauty sector an astonishing £1.2 billion, with individual salons losing on average over £25,000 annually. Our app helps you secure payment even if clients don't turn up, potentially adding roughly £25,000 or more to your yearly income from day one. At a transparent and fair 5% fee (inclusive of standard payment gateway costs) with NO subscription fees (if you don't earn, neither do we).

**Vanity Business** allows you to focus on delivering outstanding service without unnecessary revenue loss. Our in-depth analytics provide insights into staff performance, spotlighting top performers and identifying areas for growth. Plus, Vanity Business is virtually free, making it an ideal partner for beauty professionals aiming to thrive. We recommend increasing your service rates by 10% to maximise profitability.



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# INTRODUCTION



**Vanity Global** opens up your business to bookings from both loyal clients and new customers, expanding your reach like never before. With a seamless, user-friendly booking system, customers can effortlessly connect with service providers like you and choose from a wide array of payment options. From traditional card payments (Visa, Mastercard etc) to modern alternatives (Apple Pay, Google Pay), and "buy now, pay later" solutions like Klarna and Clearpay.

**Vanity Global** ensures you get paid directly, regardless of the payment method. Additionally, Vanity Global's review system allows customers to leave feedback for individual staff members, giving you a clear view of your team's performance. These insights enable you to celebrate top performers and address any underperformance. Detailed feedback helps you form a motivated team that will boost your business reputation. Vanity Global is designed to support your business in reaching its full potential, building lasting client relationships.



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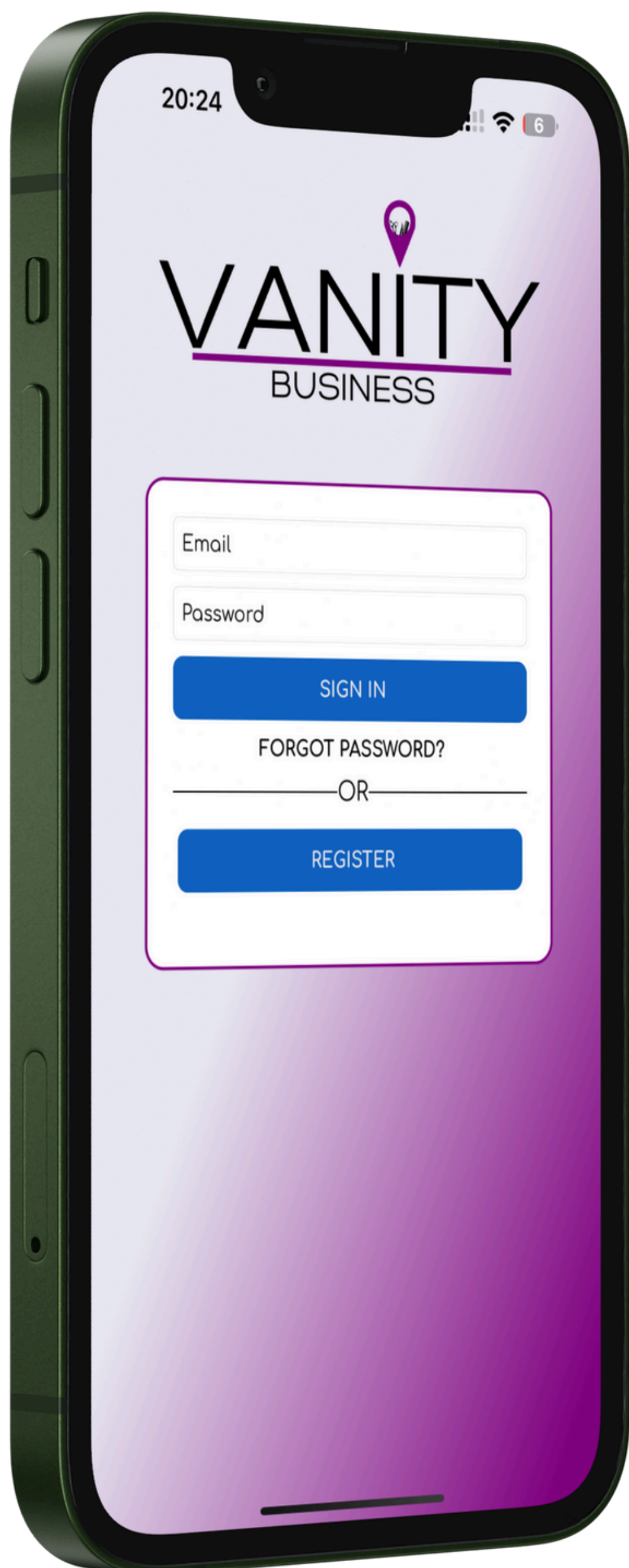
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# WHAT WE'LL DO FOR YOU IN THE NEXT 12 MONTHS\*

## £62,500\*



## No-Show Protection

**£25,000\***

Salons lose £25k per year from no shows on average. With Vanity, even if your customer doesn't show, you still get paid.

## Price

**£10,000\***

With a recommended increase of 10% to your business' prices. Because the beauty industry should be worth more.

## New clients

**£12,500\***

After joining Vanity businesss, the client base per business is expected to grow by around 15%.

## Buy now pay later

**£15,000\***

An increase in customer spending of 20% using Klarna or Clearpay.

*\*Disclaimer: The financial figures and projections in this analysis reflect estimates provided by our finance team and align with expected outcomes for a business with an annual turnover of £100,000. While we believe these results are achievable, actual outcomes may vary based on individual business circumstances and external factors. Vanity Global Ltd. disclaims liability for any reliance on these estimates, as they are intended for informational purposes only and are not guaranteed.\**

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# WHAT WE OFFER

**Advanced Booking System:**

- Efficiently manages appointments.
- Reduces no-shows with confirmation and reminder systems (you also get paid either way).

**Intuitive Staff Management:**

- Streamlines scheduling of staff shifts.
- Tracks performance and productivity.

**Quality Control:**

- Monitors service quality with customer reviews.

**Mobile Accessibility:**

- User-friendly (yet highly capable) mobile apps. Available on the Apple app store and the Google play store.
- Ensures on-the-go management.

**Data Analytics and Reporting:**

- Provides insights on business performance.
- Helps identify trends and areas for improvement.

**Booking and Customer Management:**

- Maintains client profiles and preferences.
- Facilitates communication and feedback between your staff and your customers.

**Financial Management:**

- Tracks revenues and transactions.
- Offers insights for financial planning and growth.
- You control your money, your way.

**Vanity Support:**

- 24/7 Availability We're always at hand.
- Our committed (human) team is in place to help with ANY challenges that may arise.



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# HOW WE DO IT

**Advanced Booking System:**

Our booking system streamlines scheduling and reduces no-shows with automatic confirmations and reminders. It's easy for your clients to use and helps ensure a steady, reliable flow of appointments, which boosts both efficiency and client satisfaction.

**Intuitive Staff Management:**

Schedule shifts and track staff performance. Our platform provides insights into productivity, helping you optimise your workforce. This ensures you're running a smooth operation with a high-performing, well-coordinated team. Additionally, custom staff pricing.

**Quality Control:**

Real-time reviews and quick responses let you monitor and improve service quality instantly. The review system ensures you can adapt quickly to client needs, driving better satisfaction and retention.

**Mobile Accessibility:**

Manage your business on the go with our mobile app. It's designed for easy use, so you can control operations from anywhere directly on your smartphone.

**Data Analytics and Reporting:**

Our tools offer clear, data-driven insights into your business performance. You can easily spot trends, identify customer preferences, and highlight areas to improve. This keeps you informed and ready to make decisions that drive growth and improve service.

**Booking Management:**

Manage bookings for all of your staff members and customer relations. Ensuring a well organised and structured team in turn boosting client satisfaction and strengthening relationships.

**Financial Management:**

Track revenue and transactions in one place. It provides detailed financial data, helping you manage cash flow, plan strategically, and set your business up for long-term financial success.

**Vanity Support:**

Our 24/7 UK based support team is always available to help. With real people on the line, we ensure your business stays up and running smoothly day or night.



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## BUSINESS GROWTH

Joining Vanity Business offers unparalleled opportunities for your business to grow. You'll gain access to a vast customer base, tapping into our global network. Our marketing and brand recognition efforts will amplify your visibility, attracting new clients. Our advanced geo-location technology will allow your business to be found by those far and wide.



## HIGHER INCOME

Higher income is a direct result of the increased exposure and client base expansion you'll gain with Vanity Business. Our platform provides targeted marketing strategies and data-driven insights that help you optimise your business and services. We also ensure that your business spends less time being empty and more time making profit.

**Klarna**

+

**clearpay**

## BUY NOW PAY LATER

With Vanity Business, we offer "Buy Now, Pay Later" options through Klarna and Clearpay, making it easier for your clients to access your services. These flexible payment plans not only increase your average order value and boost conversion rates but also ensure you get paid upfront. Offering Klarna and Clearpay simplifies transactions for your customers and strengthens your revenue stream.



## CUSTOMER EXPERIENCE

At Vanity Business, we're here to elevate your customer experience, making booking smooth and simple. A better experience means loyal clients—keeping them costs far less than finding new ones, and even a small boost in retention can lead to big profit gains. With personalised experiences and an integrated review system, our platform helps you keep clients happy and returning, driving growth and simplifying your operations.



## STAFF MANAGEMENT

Vanity Business optimises staff management with efficient scheduling and real-time performance insights. Track staff ratings, identify under-performers. Engaged employees can drive productivity up by 21%, and focusing on the employee experience can lead to a 4% revenue increase. This data-driven approach creates a more dynamic, results-oriented business environment.



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# WHO CAN BENEFIT FROM VANITY BUSINESS?



Limited Company?



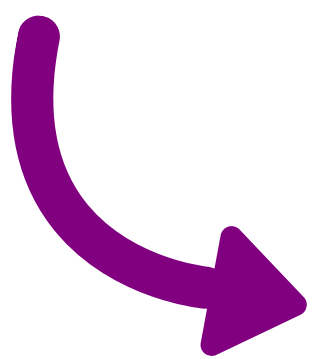
In the beauty industry?



Own a phone?



Checked all 3?



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# Frequently Asked Questions (FAQs)

1

**What is Vanity business?**

**Answer:** Vanity Business is a comprehensive booking and business management platform for beauty and wellbeing services, offering features such as no-show protection, price increase tools, flexible payment options, and client acquisition support.

2

**Why should I increase my service prices by 10%?**

**Answer:** Our market research shows that a 10% increase is manageable for almost all clients and helps offset the platform's small fees. The price adjustment helps you see an immediate increase in revenue without a significant impact on customer retention.

3

**How does the no-show protection work?**

**Answer:** Vanity Business ensures that you get paid for appointments regardless of whether clients attend. Payment is taken 14 days before the appointment date at the latest, so if a client fails to show up, you still receive payment.

4

**How does Buy Now, Pay Later benefit my business?**

**Answer:** Buy Now, Pay Later options make high-value services more accessible, allowing clients to spread payments over time. Customers using these flexible payment plans typically spend about 20% more, increasing your average order value (*via Klarna and Clearpay*).

5

**Will my customers need to download the Vanity Global app?**

**Answer:** Yes, to book appointments, view your services and make payments, clients will use the Vanity Global app. This helps streamline bookings and offers them a seamless, user-friendly experience.



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**What kind of support will I receive from Vanity Business?**

**Answer:** We offer 24/7 customer support with real, knowledgeable representatives. Our UK based team is here to help you resolve any issues or queries promptly and provide guidance to maximise your business' potential.

7

**How soon will I see results after joining Vanity Business?**

**Answer:** Most businesses see a noticeable increase in revenue within the first two months. As you continue using the platform, benefits like increased client retention and improved operational efficiency typically greatly compound over time.

8

**Are there any hidden fees with Vanity Business?**

**Answer:** No, Vanity Business operates on a transparent, flat rate of 5% (for standard payment types) for ALL features (excluding Clearpay and Klarna). There are no sign-up fees, monthly subscriptions, or hidden costs (bolt-ons etc). You can plan your finances with confidence.

9

**How does Vanity Business help with marketing?**

**Answer:** Vanity Business boosts your visibility by promoting your services to users through the Vanity Global app. This makes it easier for new clients to discover and book your services, helping you reach a broader audience without additional marketing expenses.

10

**Can I track staff performance with Vanity Business?**

**Answer:** Absolutely, Vanity Business offers detailed analytics on staff performance based on client ratings and feedback. You'll be able to see who is performing well and identify opportunities for staff development.



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## STEP 1: SCAN THE QR CODE

Use the QR code provided in your business pack to go straight to our website. Watch the short video then Download the Vanity Business app for free from the App Store or Play Store.



## STEP 2: SIGN UP & COMPLETE YOUR PROFILE

Register on the app and fill out your business details. It's quick, easy, and secure!



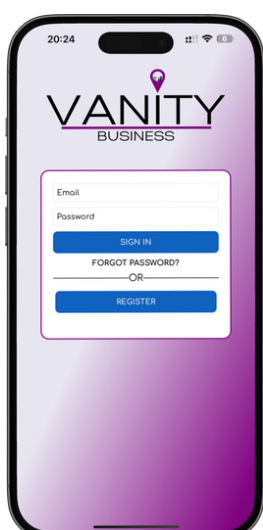
## STEP 3: BUILD YOUR BUSINESS PROFILE

Congratulations! You are almost done. Set up your business by adding staff members, listing your services, uploading photos, and setting your prices.



## STEP 4: APPLY YOUR CUSTOMER SIGN-UP STICKER

Display your Vanity Global sticker so that customers can scan and download the customer facing app (Vanity Global), sign up on the spot there and book with you directly.



## FANTASTIC!

You're now ready to start growing your business, gather lots of bookings and earnings with Vanity Business!



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## HAVE ANY MORE QUESTIONS?

Thank you for taking the time to read through our Vanity Business pack. We truly appreciate the chance to share how our platform can make a difference for your business, and we hope you've found valuable insights throughout this.

We understand that every business is unique, and you may have questions that are specific to your goals or needs. Whether it's about getting started, learning more about specific features, or understanding how Vanity Business can support your growth, our team is here to help. We're committed to making your experience with Vanity as seamless and rewarding as possible.

If there's anything more you'd like to discuss, please don't hesitate to reach out. We're available by phone, email, or through our website, and we're always happy to provide support or additional information.

Once again, thank you for considering us as a partner in your journey. We're excited to welcome you to be a part of the Vanity Business Family.

Kindest regards,  
The Vanity Global Ltd Team.



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# Join Vanity Business Now

Welcome to the future of beauty

Welcome to Vanity Global



&



WE KNEW  
YOU'D LOVE IT...



**With so  
much more  
to come in  
2025**