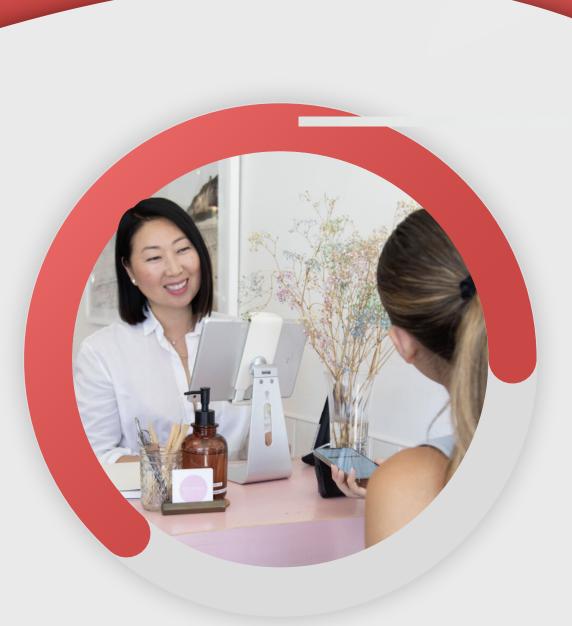
## vagaro International Women's Day & WOMEN'S HISTORY MONTH

64% of Vagaro's business owners and service providers are women





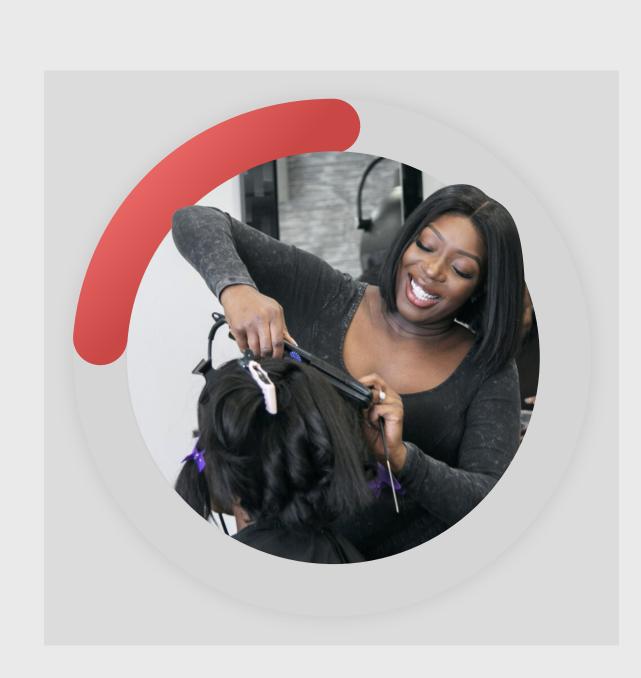
FROM 2022-2023 Vagaro's international female user base grew by



24%

of top services searched Q

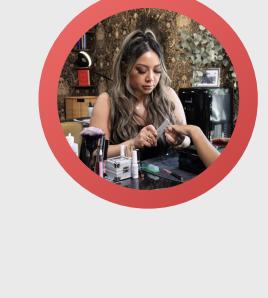
on Vagaro Marketplace are women-based



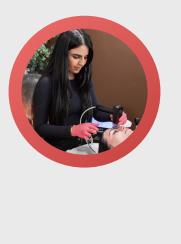
When I first launched the software I created to help salons and spas manage their business, it was my sister-in-law a hairdresser—who gave me a lot of perspective on the software functionality she would like to see as someone who rented her booth in the salon.

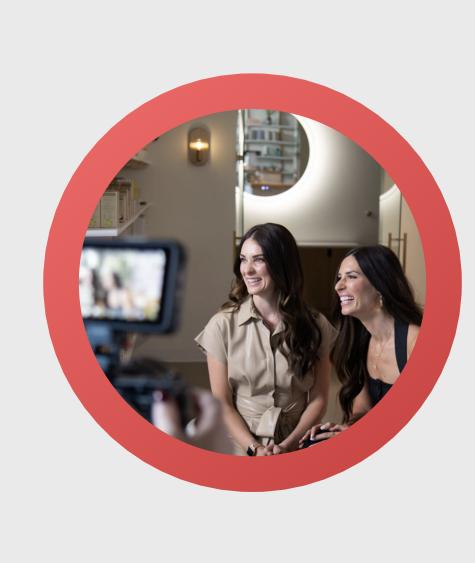
> Fred Helou CEO OF VAGARO

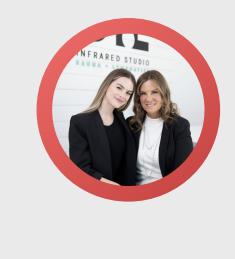
## **5** Top-Performing businesses on Vagaro are women-owned

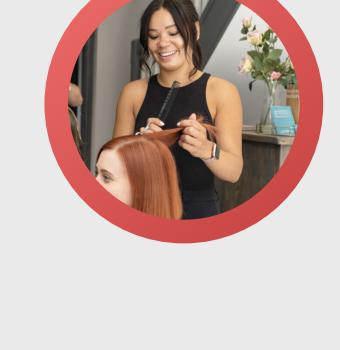


Spa Professionals









63%

## Top Female-Dominated Self-Care Industries

Hairstylists 91% **Nail Techs** 84% **Estheticians** 94% Makeup Artists 88%

**SOURCE: Zippia**