



Navigating Neurodiversity in Beauty & Wellness Businesses

Vagaro AUTISM ACCEPTANCE MONTH SURVEY INSIGHTS

Vagaro surveyed beauty & wellness professionals. Here are the results.

50% of participants identified as neurodivergent or on the spectrum

27% of participants said they work on a team with a neurodivergent peer





43% of participants offer services specifically tailored to meet the needs of customers on the autism spectrum

56% of participants said technology & software like Vagaro is helpful in accommodating clients on the spectrum

Helpful Advice from Business Pros

- Add a “*chat or chill*” sign to allow customers to choose what type of appointment they would prefer
- Make it clear that you provide a safe & nonjudgmental environment
- Remember that verbal instruction often doesn't work best for some of your clients on the spectrum
- Ask about sensory needs — it will go a long way!

How beauty & wellness professionals say software can improve accessibility

-  Reduces the need to communicate verbally to book appointments
-  Eliminates social pressure & improves flexibility when able to use mobile check-in
-  Digital forms allow providers to proactively inquire about client accommodations & requests
-  Streamlines communication with digital appointment reminders, enhancing organization in clients' routines

Participants said online resources also improve accessibility for neurodivergent professionals



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