



AT FACE VALUE

Alchemy Face Bar Case Study



How Vagaro Helped Alchemy Face Bar Grow into Burgeoning Enterprise

Overview

There's no telling how far a great idea can take you in business, just ask Bre Morris, founder and CEO of Alchemy Face Bar. Alchemy provides affordable facials, peels, injectables, and other luxurious services in bright, open-concept style studios that emphasize community, and minimize construction costs. The seed of Alchemy sprang from Morris's observations as a working esthetician. A shake-up was needed, and Morris decided she was the one to do the shaking.

“

I saw this gap in the industry where people just like me needed to go in regularly [for skincare] and couldn't afford to do so.

”



Challenges

Morris knew her vision of affordable, yet luxurious skincare would be a hit, but she never anticipated such rapid growth. Four more locations quickly followed her Denver flagship. The demand for Alchemy's brand of "love and self-care" was undeniable, but scaling up presented challenges. Managing one business was complex, but multiple? How could she ensure consistent quality across all locations? As an esthetician, she understood the chaos of a busy schedule. How could she prevent this from overwhelming her growing team? And most importantly, how could she maintain Alchemy's ethos while expanding?

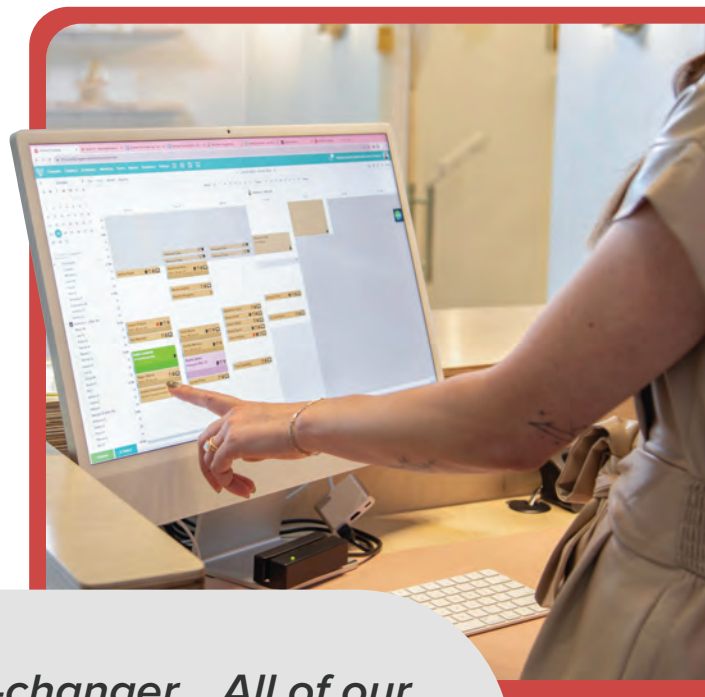
To address these challenges, Morris made two crucial decisions: hiring her sister, Taylor Kamura, as Regional Director, and partnering with Vagaro on day one to manage her rapidly expanding enterprise.

NETTING NEW CLIENTS

APPROXIMATELY **17.3%** OF ALL
APPOINTMENTS WERE NEW CLIENTS

Effortless Team Management

Morris and Kamura rely on a talented team to deliver Alchemy's signature experience daily. "We want our clients to feel like they're walking into their best friend's room & leave feeling their best," they say. To achieve this, Alchemy employs many talented estheticians who work across multiple locations. This could pose logistical challenges, but Vagaro's multi-location booking and calendar management features streamline scheduling for both managers & employees.



“

The multi-location for me was a game-changer... All of our estheticians can view their schedules on the Vagaro app and easily see where they're scheduled to work that day.

”

“

We can run reports, change products, services, pricing, all through one place on Vagaro instead of going into each individual location... There's a lot more ability to keep things streamlined for the team.

”

Data-Driven Decisions, Anywhere

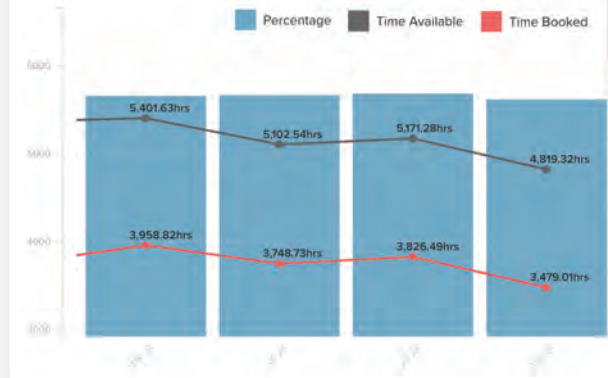
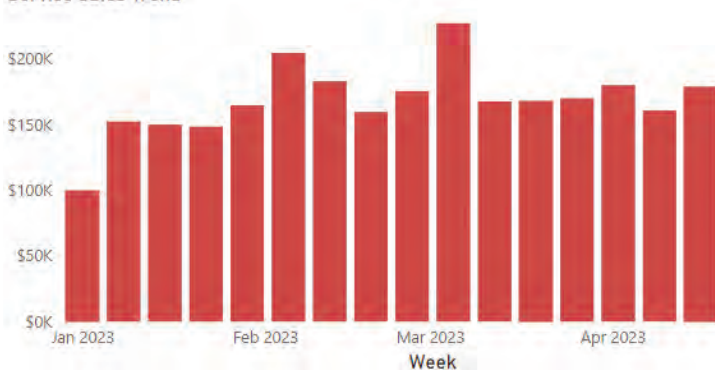
Morris and Kamura appreciate the depth & flexibility of Vagaro's reporting feature. "I have to review each location daily & it's great to be able to run various reports," says Morris. This feature has been a significant driver of their success, providing insights into any of Alchemy's locations with a simple click. This granularity offers information about sales trends, expenses, client behaviors, the effectiveness of promos & more across regions. This enables them to make informed decisions about finances, hiring, studio policies & future expansion.

Those decisions have paid off. In 2023, Alchemy received thousands of appointments—& hundreds of thousands of dollars in revenue—through the Vagaro Marketplace alone.

PROFITABLE PROMOS

**DAILY DEALS MADE UP 42%
OF ALCHEMY'S TOTAL REVENUE**

Service Sales Trend



VISIBILITY

NEARLY **55%** OF ALCHEMY'S BOOKINGS WERE FROM DAILY DEALS



Support-Driven Expansion

Initially, Morris's goal wasn't to create a massive empire. However, with five locations spanning Colorado and Texas, she's considering larger ambitions. As Alchemy expands throughout the Western United States and beyond, she plans to continue using Vagaro. A significant factor in this decision is Vagaro's dedicated, 24/7 Enterprise support. If there's a question, there's always someone available to assist. If a support agent doesn't have the immediate answer, they find it.

“

The support on Vagaro's side is beyond helpful... It's been really incredible to know that anytime we have a question or need help or a fast solution, we always have somebody to call & somebody always answers.

”

Vagaro Implementation Journey

Phase 1	Phase 2			Phase 3		
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7
Kickoff and Business Review	Data Protection	Imports Validation & Account Setup	Go Live	1st Check-in with CMS	2nd Check-in with CMS	3rd Check-in with CMS
	Training					
	Support & Implementation					
				Quarterly check-ins after projected timeframe		

Conclusion

Given her business's focus on human interaction, Vagaro's multi-location software and shared values have been a natural fit for Alchemy. Morris believes their relationship has evolved into an exclusive business partnership, reflecting their mutual investment. Vagaro's comprehensive multi-location features, including efficient booking, scheduling, and communication, have been crucial to Alchemy's growth. As Alchemy continues to expand, their reliance on Vagaro's capabilities for managing their expanding network of locations will only strengthen. "I can't wait to see how many locations we can offer the Alchemy experience—all states, hopefully! And I hope Vagaro can continue to grow with us."



“

I don't think we would have been able to grow the way we did without Vagaro's guidance and help.

”

Vagaro Features used by Alchemy Face Bar

Credit Card Processing	Process payments on any device while providing an easy & safe experience online or in your business. Experience seamless transactions and worry-free payments by storing customer Credit Cards on file.
Data Lake	Maximize the potential of your business data with Data Lake. Access data daily, integrate with a data warehouse of your choice, use our Power BI template app with 50+ pre-built reports & create custom reporting to suit your needs.
Online Shopping Cart	Your Online Store is fully integrated with Vagaro's booking & payment processing platform. Get everything you need to market your store, process payments, manage inventory & ship products.
Inventory Management	Simplify purchase orders and streamline adding inventory. Track stock levels & reorder supplies before they run out to avoid stockouts & ensure stylists have the supplies they need to serve clients effectively.
Custom Forms Legal Waivers, Intake Forms, Surveys, SOAP Notes	Enhance client experience by allowing them to fill forms electronically at their convenience & streamline intake process by collecting vital info beforehand. Can also be shared between business locations.
Email Marketing	Schedule promotional offers, appointment reminders, & other information to clients in a cost-effective way to stay in touch and promote services.
Text Messaging	Send a text to a specific customer or set up text campaigns to automatically send on birthdays, before or after appointments, or to lost customers.
Vagaro Drive	Safely and securely store photos and files relating to your customers. Every upload is securely connected to the specific customer profile for ease of access and peace of mind.
Vagaro Payroll	A simplified payroll management software to streamline your business. Pay your employees all within Vagaro & save time through automated payroll, HR, and tax filings without ever having to leave the platform.
Branded App	Make it easy for clients to interact with your brand anytime, anywhere. Build brand awareness and protect the exclusive relationship with your clients.
Discount Management	Discounts are a great way to show appreciation to select customers. Discounts can be applied across locations, used with the online store, and accessed directly from the checkout screen.
Invoices & Deposits	Send invoices and accept deposits securely while safeguarding your business through our payment processing system, ensuring PCI compliance is maintained.
Access Levels	Access levels can be activated and customized based on your business' need. Manage employee's access to calendar settings, customer management, reports and many more.
Waitlist	Customers can be added to the waitlist when your schedule is fully booked. Manage your customer waitlist or let us choose for you. From first in line to the manual your-pick option, you decide who the lucky one is.
Reports	Whether it's tracking customer retention, sales trends or analyzing marketing reports, Vagaro empowers you to assess all your crucial information!
Memberships & Packages	Create exclusive memberships & packages for your MedSpa, ensuring a consistent stream of recurring revenue to maintain your business operations.
Multi-location Organization	With Vagaro's Flagship Syncing feature, it's easy to drop in services, classes, products & more across any location. Share customer info like appointments, memberships, packages & gift cards.