

# Women are Spending a Staggering £1000 per Month on Beauty Treatments

*SURVEY BY BEAUTY APP PAMPERBOOK REVEALS TOP INSTAGRAM BEAUTY INFLUENCERS WHO FEMALES ARE MOST INFLUENCED BY*

CHESHIRE, UNITED KINGDOM, March 7, 2022

[/EINPresswire.com/](https://EINPresswire.com/) -- Women are spending more money on their hair and beauty regimes than ever before in a quest to maintain their youthful looks, whilst also sparing no expense in treating and pampering themselves, following months of lockdown restrictions throughout 2020 and 2021.

A new survey carried out by Pamperbook - the UK's leading hair and beauty digital diary and booking app for hair and beauty salons - has revealed that women are spending a staggering £1000 per month on hair and beauty treatments.

The survey of 900 Pamperbook hair and beauty salons and freelancers revealed that on average their customers were spending £150-£160 per month on nails, £150-£300 per month on hair appointments, £400-£500 on aesthetics and £200-£250 per month on other beauty treatments. Combined women are spending over £1000 on nails, hair appointments, aesthetics and general beauty treatments each month.

The biggest proportion of beauty spend each month by far is in the aesthetics sector where on average customers are spending £400-£500 per month on everything from anti-wrinkle injections to laser facial treatments.

## Average Customer Spend On Treatments

Nails £150 -£160 per month

Hair £150-£300 per month

Aesthetics £400-£500 per month



Pamperbook Founder Jody Riley

Beauty treatments £200-£250

The Pamperbook survey also revealed that the most popular beauty treatments in demand ranged from Russian Lashes as the top beauty enhancement to Lip Filler. Whilst the most popular hair treatment was the humble blow dry as the most popular and regular 'go to appointment' booked by customers followed by a colour, cut and new style.

### The Most Popular In Demand Beauty Treatments

Beauticians – Russian Lashes

Aesthetics – Lip Filler

Hair Salons – Blow dry

Nail Technicians – Builder gel

Female beauty tech entrepreneur Jody Riley who founded Pamperbook said the survey was a fascinating insight into how much money was being spent by customers each month to maintain their beauty regimes.

"It's not surprising how much money women invest each month in their beauty regimes. Hair and beauty treatments are seen very much as an investment rather than a cost. It can be a full-time job booking hair and beauty appointments each week for nails, hair, beauty treatments and aesthetics. I know from personal experience as a professionally trained beautician and someone who follows a regular hair and beauty regime that it's an essential ritual for women to look and feel their best.

It was one of the reasons why I came up with Pamperbook to give hair and beauty salons the technology to allow their customers to book and pay for their hair appointments and beauty treatments."

Pamperbook's hair and beauty salon customers also revealed the Top 4 Instagram beauty influencers that their customers follow and are most influenced by for hair and beauty tips and inspiration are ranked Molly Mae (6.2M) followed by Kim Kardashian (285M), Megan McKenna (2.3M) and Maura Higgins (3.4M)

### Top 4 Instagram Beauty Influencers Customers Are Most Influenced By

Molly Mae 6.2M followers

Kim Kardashian 285M followers

Megan McKenna 2.3M followers

Maura Higgins 3.4M followers

The beauty and aesthetics industry has never been busier. Longstanding Pamperbook client Alex Alexander - which is run by top aesthetics nurse Alex Alexander - are busier than ever thanks to

PamperBook. Bookings have increased 150% following lockdown. Beauty clients will think nothing of spending £200 on a Prophilofacial or an Aquagold facial treatment at £300 with added toxins as recently platformed by Kim Kardashian.

Alex Alexander said.

"Women are spending more money than ever before on beauty and aesthetics which is very much driven by a desire to look their youthful and radiant best. This is of course inspired by many of the big-name Instagram influencers such as Kim Kardashian, Molly Mae and Megan McKenna who will be endorsing and using these products and beauty regimes. Clients want to have that experience for themselves, irrespective of how much it costs.

I have one client who will spend on average £1000 per month on a variety of aesthetic treatments with no expense spared on the latest treatments. But for most of our clients they will spend anything upwards of £700 per month on hair beauty and aesthetics. Liverpool is definitely the beauty capital of the UK in terms of pampering, beauty regimes and the latest aesthetic procedures. Once it was all about what pair of Louboutin or Jimmy Choo shoes you had, now the ladies are all about the latest procedure and investing in their aesthetics. "

Pamperbook Founder Jody Riley added.

"I think women are working harder than ever before holding down jobs, running businesses, looking after the house and being mums. I can say from personal experience as a mum of two children and an entrepreneur that my hair and beauty regime is not only part of my business but also something that I invest in for my own personal well-being. Hair and beauty treatments are a natural way for women to look and feel their very best."

PamperBook is the UK's leading digital diary and appointment booking software that helps hair and beauty businesses and self-employed freelancers to manage their customer diaries, take customer bookings, deposits and payments. The software and app acts like a virtual PA, giving customers diary availability for appointments which they can book and pay for at any time of the day or night. The simple-to-use technology has been a huge hit with customers, salon owners.

Since its inception in 2020 - and having survived several Pandemic lockdowns - Pamperbook has gone from strength to strength with more than 250,000 hair and beauty appointments booked by 56,000 customers completing 260,000 transactions using PamperPay to pay for hair and beauty treatments

There are over 45,000 hair and beauty salons operating across the UK. There has been a massive growth of 54% in the number of hair and beauty businesses across the UK over the five-year period to 2020. The industry contributed £8 billion to the UK economy. Barbers, beauty salons and nail salons were the top three retail categories that saw the highest growth.

ENDS

For more information on PamperBook,  
please go to [www.pamperbook.co.uk](http://www.pamperbook.co.uk)

For further information, please contact  
Gerard Franklin - Head Of PR & Communications @ PamperBook  
e: [gerard@i5media.co.uk](mailto:gerard@i5media.co.uk) m: 07791 039636

#### Media Notice

Jody Riley is available for media interviews

Images of Jody Riley are available by downloading the We Transfer link below  
<https://we.tl/t-cqIVlcRSZ7>

#### ABOUT PAMPERBOOK

The PamperBook platform and app empowers hair and beauty salon owners and freelancers with a unique digital diary and appointments booking system. The platform not only gives them full control over their diary, but also takes customer payments using the unique PamperPay service, which has processed a phenomenal 260,000 transactions in the past five months alone.

Pamperbook solves the age-old problem of 'no shows' when a customer books an appointment and fails to show up and is marked as a 'no-show'. This leaves the salon or freelancer out of pocket and unable to replace the booking. Pamperbook now takes deposits to secure an appointment with a no refund policy.

PamperBook works like a virtual PA, transforming the way hair and beauty salon owners interact with their customers. The technology has also partnered with Facebook and Instagram to provide salons and freelancers with a unique "PamperBook Now" button on their social media accounts.

Salons and freelancers using PamperBook have seen on average a 25% increase in bookings – and more than 50% of those bookings are booked out of working hours, demonstrating the immense value of using PamperBook to support their business.

- PamperBook allows customers to check date availability and book hair appointments and beauty treatments directly with the salon or freelancer.
- Secure appointments with PamperPay Deposit mean no more 'no-shows'
- It takes away the need for a dedicated receptionist and staff costs, thus saving money and

increasing bookings by an average of 25%-35%.

- Ensures customers can book appointments at any time of day or night, with more than 50% of bookings made out of salon hours.
- Mac/PC/smartphone and smart device-friendly, with more than 70% of customers preferring to book online.
- Diary reminders and push notifications for salon owners and customers.
- Customers can pay for their treatments through the unique PamperPay payment service to secure their appointments.
- Partnered with Facebook and Instagram with a dedicated PamperBook “Book now” button.

For more information on PamperBook,  
please go to [www.pamperbook.co.uk](http://www.pamperbook.co.uk)

Gerard Franklin  
PamperBook  
+44 7791 039636  
gerard@i5media.co.uk

---

This press release can be viewed online at: <https://www.einpresswire.com/article/564891721>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.