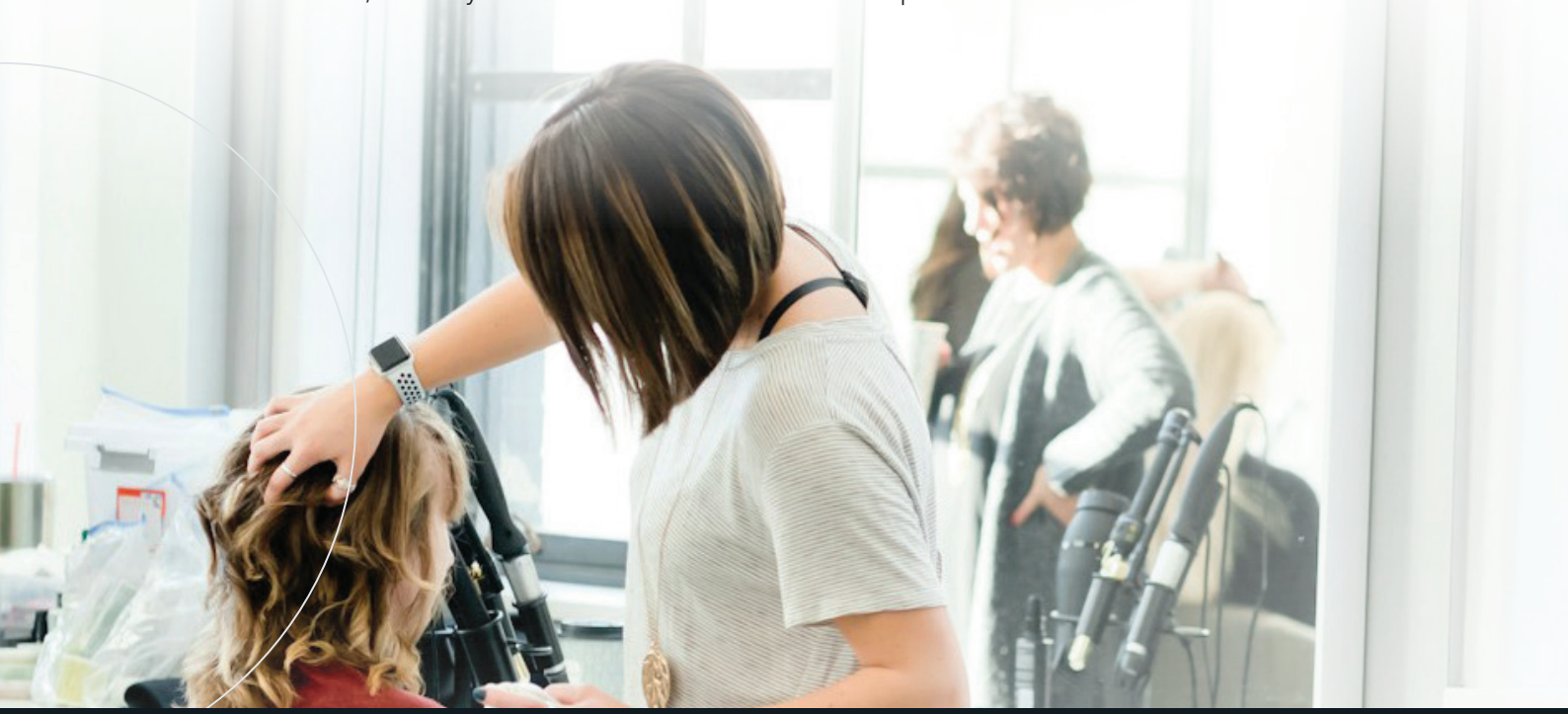
HAIRWARE
BEAUTYWARE
SALON SOFTWARE

Your Complete Salon Management Solution

Empowering the Hair and Beauty Industry Since 1986

- **Decades of Specialisation:** For nearly 40 years, we've been dedicated to developing cutting-edge POS software exclusively for the Hair and Beauty industry. Using feedback from salons like yours. Our experience speaks for itself.
- **User-Friendly Design:** Our software isn't just feature packed, it's also incredibly easy to use. We understand that managing your business should be straightforward and not complicated.
- **Exceptional Support, Real Connections:** Experience our unmatched & friendly phone support. No more waiting for email replies or dealing with frustrating bots. Connect instantly with our Australian support team for real, human interactions.
- **Australian Pride, Personalised Care:** As an Australian-owned and operated business, we see you as more than a customer, you are part of our community. We're committed to providing personal care and amazing support.
- **Uncompromised Data Privacy:** Your data is exclusively yours. We neither use, sell, nor market with your database. In fact, we require your permission to access it, ensuring your complete uncompromised data privacy.
- **Cloud Benefits, Without the Drawbacks:** Enjoy all the advantages of cloud-based software without the usual issues. Our system remains operational even during internet downtime, so your business never misses a beat.
- **Affordability that Pays Off:** Not only is our software affordable, but it's also an investment that saves you time and boosts income. Its return on investment is unparallel, making a significant impact week after week.
- **Integrated EFTPOS Savings:** Say goodbye to EFTPOS bills, our integrated EFTPOS is designed to save you thousands each year, adding more value to your business and in most instances, it saves you far more than the software subscription will cost.



100% AUSTRALIAN OWNED & RUN

Why you'll love it

Hairware & Beautyware is the easiest salon software program to use. We guarantee it! You don't need to have computer experience to use this program.

- **Feature-Packed,** Industry leading Appointment Book & software features to manage every aspect of your business.
- **Client Cards with History,** Deposits, Rewards, Photo Gallery, Direct Messaging, Dashboard & much more.
- **Open Online 24/7**, Clients can make Online bookings and purchase gift voucher even when you are closed.
- **AI Marketing Assistant,** built-in AI to assist with creating content for all your marketing and social needs.
- **Marketing Made Easy**, with Advanced Targeted Client Selections, Auto marketing & Mailchimp integration.
- **Remote Access** from anywhere in the world, access the entire program on your phone, tablet, or computer.
- **Bookings** with Auto two-way SMS Appointment Confirmations, Customisable Messages.
- **Customisable Consultation Cards** sent to your clients prior to their appointment, then viewed in the client card.
- **Stock Management**, with Stock Ordering and Receivals, up to 4 prices per item, reports, rewards, and more.
- **Point of Sale,** efficient and effortless payment processing with optional HB Pay integration.
- Multiple **Reward and Client Loyalty Programs** and Features. Including Reward Points, VIPs, and Tiered Pricing.
- **Reporting Suite** with over 140 reports to choose from, allowing you to better manage your business.
- **Service Management,** with Pre-Paid Services, up to 4 prices per service, packages, rewards and much more.
- **Financial Management,** Petty Cash, BAS calculations seconds, Xero integration for wages and more
- **Secure** Individual Password Control, limiting each employee access.
- **Unlimited Phone & Email Support** with Australian Call Centre and Ongoing Updated Stock Files.
- **Personalised Education** and Training
- Automated **Sustainable Salon/Recycling Surcharging** and Reporting

> "Manage all aspects of your salon without compromising the quality of your service.

Say goodbye to EFTPOS Fees

WITH HB PAY EFTPOS

- ✓ FREE Terminal Rental
- ✓ No Lock In Contracts
- ✓ Reduce EFTPOS Bills

No Need To Change Banks!

Say Goodbye to EFTPOS Fees and Merchant Bills with HB Pay
Our intuitive terminal seamlessly calculates and passes on the card charges to the consumer, ensuring your merchant EFTPOS bill is minimal or even non-existent.

Incredible Cost Savings for Salons
Join the multitude of salons that are now enjoying monthly savings ranging from $200 to $700 or more per month. The average saving is $3,840 annually.

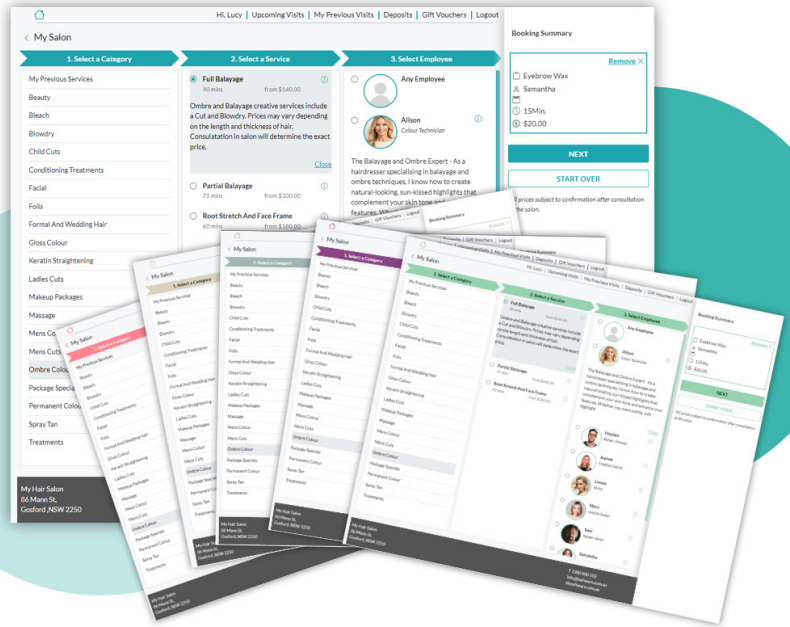
Exclusive to HB Pay Customers
Our services, tailored for efficiency and ease and are exclusively available through HB Pay

HB PAY

> "Use your savings for your next holiday, upgrade your computer or simply reduce business expenses.

Online booking with deposits

Allow clients to book their own appointments live online 24/7



Online Branding Control,

Customise your online booking platform's colour scheme to seamlessly match your unique brand identity. Link directly from your website or Socials.

Reduce No Shows

Deposits at the time of booking have proven to reduce client "No Shows," Secure bookings with upfront deposits.

Real Time Bookings

Only available times are available to your clients with real-time appointment booking, using our intuitive system.

Distinct Online Appointments

Online bookings stand out with a purple colour and an 'Online' logo, additionally there is a flashing notification on the appointment page simplifying your appointment management.

Personalised Service Selection

With detailed service descriptions, the ability to choose from previous visits, operator bios and photos, clients can effortlessly choose the right service and staff.

Convenient Management

Clients may easily add appointments to personal calendars and view upcoming bookings in the client portal.

Secure and Fast Payment Process

Credit card information is stored safely, enabling faster checkouts for future appointments.

Instant Confirmation

Clients receive an SMS confirmation upon booking, followed by an email detailing more information, including terms and conditions, ensuring clear communication and peace of mind.

HB GO App

The power of Hairware Beautyware now in the palm of your hand, designed for salon owners and their teams, offering unparalleled ease of use for both Apple and Android devices.

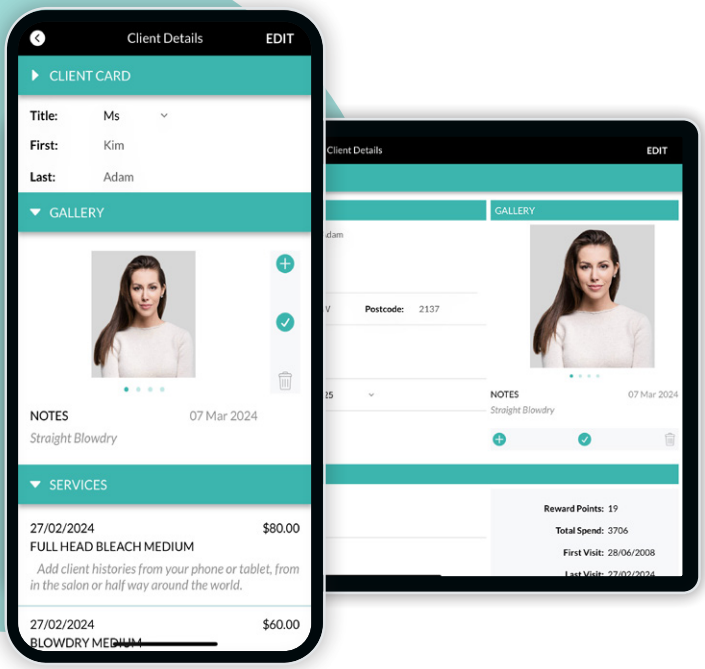
APPOINTMENT BOOK

HB GO brings our leading appointment book into the palm of your hand. Easily make, move, and manage appointments. Update the status, add a flag, change, or add services, and much more. For salons using rooms or equipment resources, HB Go will handle it with ease, ensuring there are no double bookings.

MULTIPLE WAYS TO VIEW

Change the way the appointment book is viewed with the choice of multiple hourly views. Then choose to view the entire team or an operator day by day.

> **Whether you are in the salon or halfway around the world, managing your business has never been more convenient.**



CLIENT CARDS

Manage client details, view, and update client histories, add notes, or add new clients easily; HB Go easily takes care of the client card.

CLIENTS PHOTO GALLERY

Adding a photo to the client card has never been easier. Simply take a photo from your device or browse through the photo library, add the photo to the client card using HB Go, and the client card is then instantly updated on every device.

SHOW OR HIDE CONTACT DETAILS

For added security or just peace of mind, the client contact details may be set to be hidden.

REPORTING

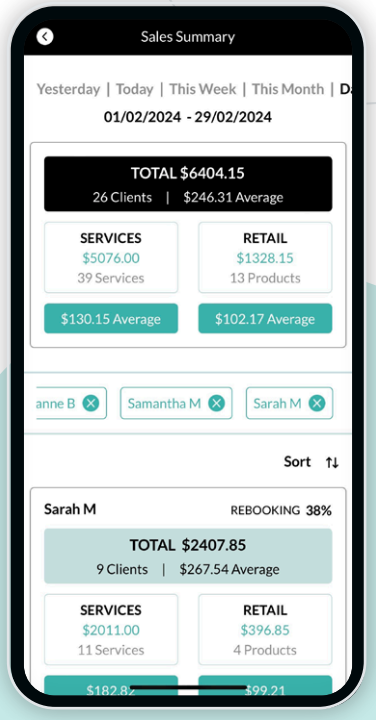
Access detailed Transaction and Operator Summaries with in-depth sales analyses by the operator, complete with graphs. Filter reports by yesterday, today, this week, this month, or any custom date range, allowing for real-time information and precise performance tracking.

FLEXIBLE USER PERMISSIONS

HB Go offers comprehensive control over user permissions and reporting access within your salon management app. Tailor each team member's app capabilities, from allowing them to view only their appointments to granting full access to all features and everything in between.

MULTI-SALON OVERSIGHT

Easily navigate between different salon profiles within the app, making multi-location management more efficient than ever.



Download on the App Store

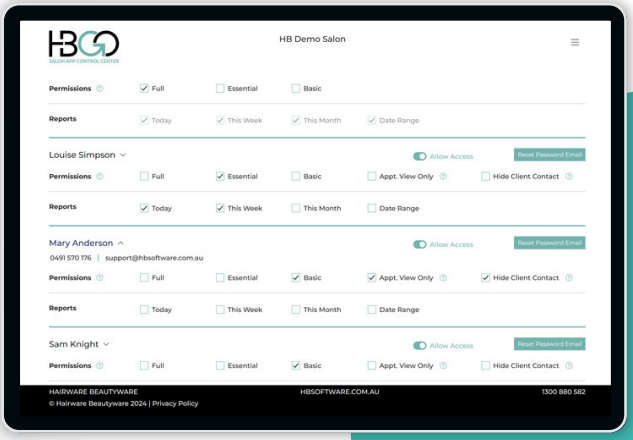
GET IT ON Google Play

SEAMLESS ACCESS, ENHANCED SECURITY

Experience the latest secure login with HB GO's biometric authentication. Choose between Face ID or fingerprint recognition for a login process that's not only fast but also fortified against unauthorised access, ensuring your salon's data remains protected.

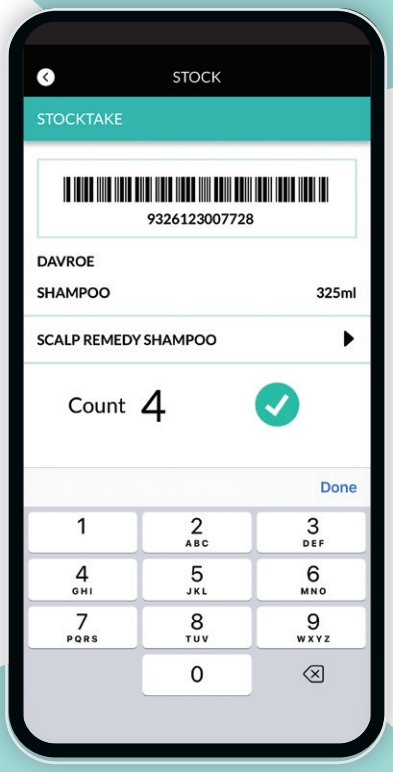
REAL-TIME UPDATES

All changes made through HB GO are instantly synced with your main salon computer.



STOCK MANAGEMENT MADE EASY WITH HB GO

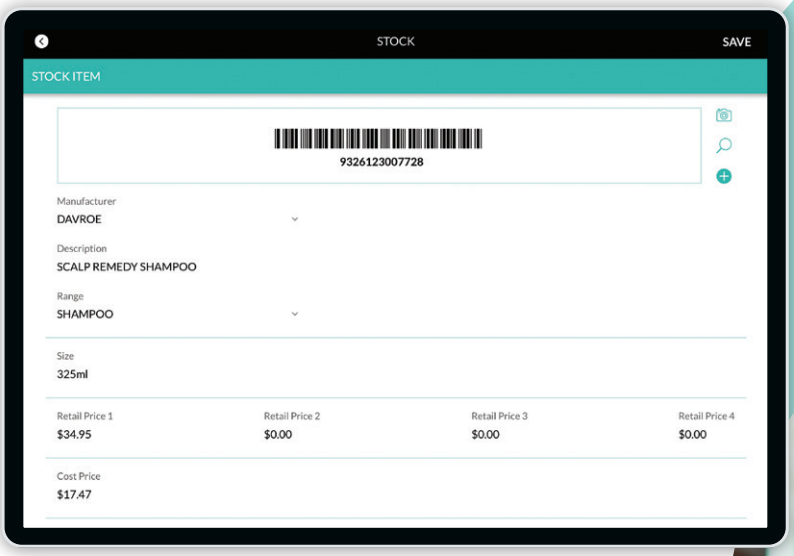
The HB GO Stocktake feature is a game changer for stock management. Updating your stock levels has never been faster or easier. Simply point your camera at the barcode, enter the quantity, and your stock levels are updated instantly across all devices. It's incredibly efficient and streamlines your inventory management.



> **"The HB GO app provides the ultimate stock management for your business.**

ADD, EDIT, OR VIEW STOCK ITEMS

Take full control of your inventory with our comprehensive stock control management. Easily add new products, edit existing items, or view detailed information at a glance. Customise access levels for each team member, from View Only to Full Access. Choose to hide your cost prices or restrict product editing to ensure your stock management meets your specific needs.



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REDUCE NO SHOWS

With SMS Deposits for In-Salon or Over-the-Phone Appointments

In-Salon and over the phone deposits by SMS are designed to assist salons in reducing no-show clients. When an appointment is booked, an automated SMS with a secure payment link is sent to your client. Once paid, the red deposit $ icon, turns white to notify you that the payment has been made and the deposit has been applied against the client.

If you prefer to handle things manually just untick the "Auto Deposit Request" option and choose "Let me decide when the appointment is made", you will be prompted to choose whether to request a deposit when making the booking. A single click on the appointment gives you the choice to request or re-request a deposit at anytime.

Simply set the deposit percentage or dollar amount, then select the services requiring a deposit, and you are ready to go.

We'll take care of your online payments, HB Pay Online allows you to choose to pass on the credit card surcharge to you client or absorb the costs, the choice is yours.

> **A single click on the appointment gives you the choice to request or re-request a deposit at anytime.**

Sell Gift Vouchers Online 24/7

Online Gift Vouchers work hand in hand with the Online Booking or completely independently and seamlessly integrates with the in-salon gift vouchers.

Flexible Values

Vouchers can be purchased for any amount over $20, offering flexibility and security.

Always up to Date

Balances, expiration dates, along with the salon address are updated live using the Gift Voucher link.

Designs

There's a design to suit every occasion or opt for a personalised custom design*

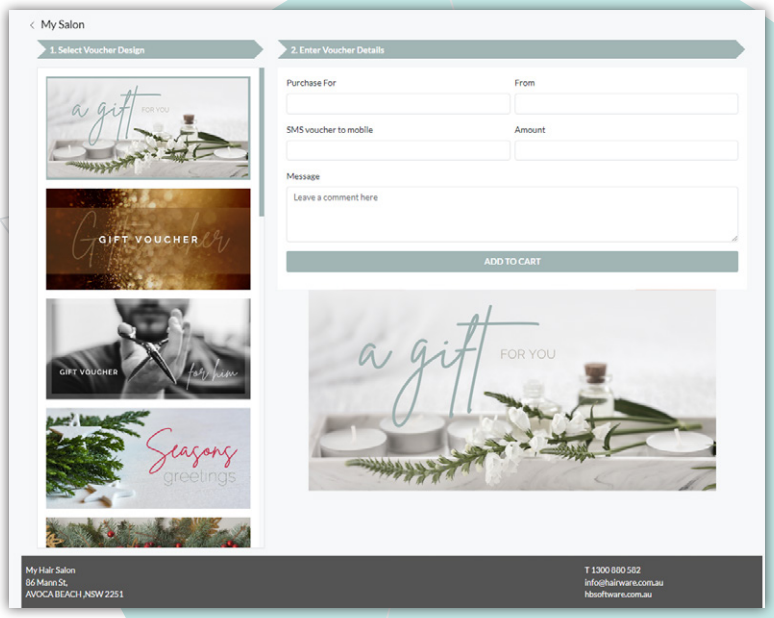
Easy Redemptions

The vouchers can be easily printed or redeemed directly from the client's device.

Online Portal

Clients can view and print previously purchased vouchers through their online portal, ensuring vouchers are never lost.

**Customised vouchers incur an additional cost.*



An option to suit every salon

From software only to complete point-of-sale systems

- ✓ **Australian Phone Support**
- ✓ **Personalised Education**
- ✓ **Ongoing Stock File Updates from Major Suppliers**

Software, Support & Updates Only to Complete Point of Sale Packages
We offer premium business-grade hardware, a tier above what's typically found at major retailers. opt for our leasing option to access the latest hardware, software, and phone support through one streamlined monthly payment.

Four Years On-Site Warranty
With us, accountability is clear, every piece of hardware we provide is fully supported.

In the event of any issues, rest assured knowing that we take full responsibility, eliminating any potential for a blame game. We supply it, we stand by it

Software Subscription Only
In addition to our hardware leasing options, we also offer Software Subscription, independent of hardware. Our subscription provides access to software updates, and phone support from our Australian help desk.

Complete Flexibility
These choices allow you to choose the solution that best fits your business needs, whether it's a comprehensive hardware and software package or a standalone software subscription.

HARDWARE PACKAGE

- All-in-One Touch Screen Business Computer
- Ultra Slim Barcode Scanner
- Thermal Receipt Printer
- Wireless Mono Laser Printer
- Cash Drawer

SUBSCRIBE LEASE OR BUY

Online SMS

Experience phenomenal returns on investment with our SMS features.

From preventing no-shows using two-way appointment reminders to driving sales with auto-marketing and targeted campaigns. The value far outweighs the cost, especially when considering the cost of a missed appointment.

Add a promotion or cancellation T&C's to the Appointment confirmations

Increase revenue with **Target Marketing** allowing you to select a precise customised list of clients to market to using SMS.

Not sure what to write? Use our **AI Marketing Assistant** powered by ChatGPT to create unique SMS messages and marketing campaigns.

Client Chat, allows direct messaging and two-way conversation using SMS, through the client card.

FACT:
Hairware and Beautyware's SMS Marketing brings in extra business today and fills empty appointment columns on quiet days!

> **SMS boasts impressive open rates and fast responses, making it a superior choice for engaging clients and boosting business.**

Some of the other key benefits of SMS are:

- SMS is less intrusive than a phone call
- SMS has a much higher read rate than emails
- Save time and money by not having to call individual clients to confirm appointments
- Increased opportunity for your salon to fill cancelled appointments
- Online Booking acknowledgement
- Instant Gift Voucher Delivery
- Phenomenal returns on investment

Client Consultation Forms

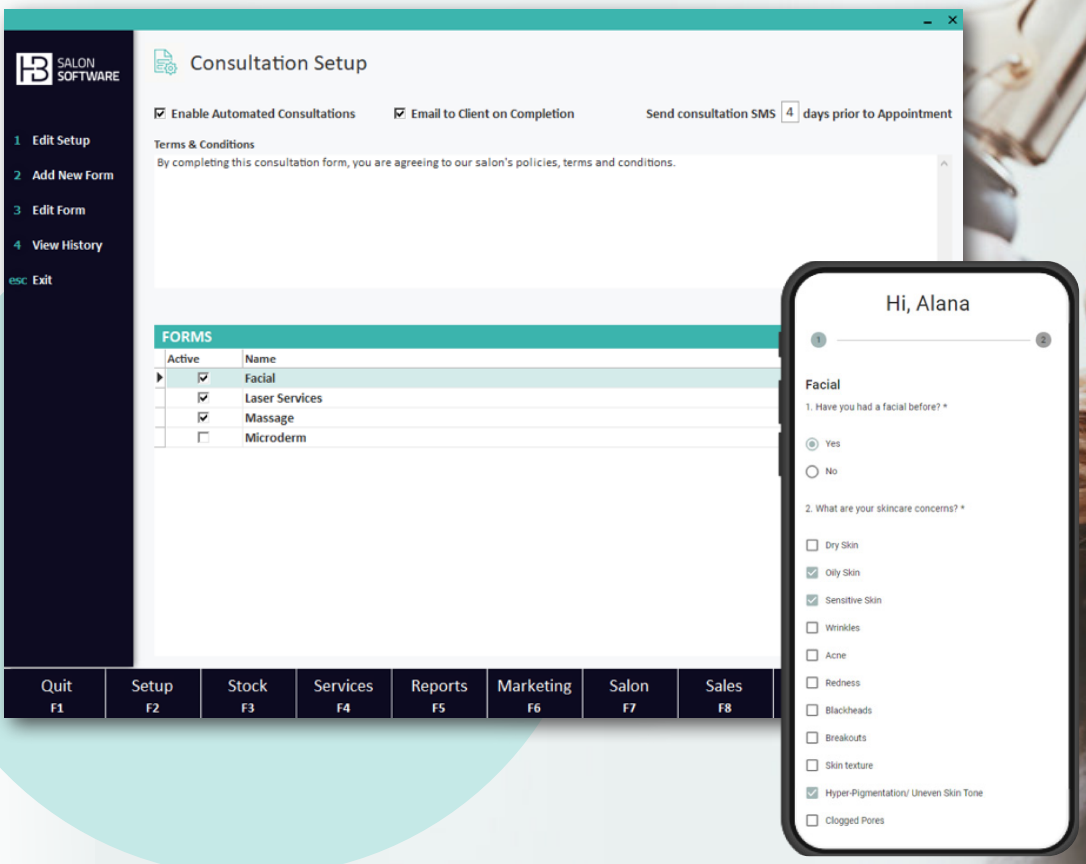
Our new consultation Forms feature is designed to empower you with a tailored approach to client interactions.

Customisation and Intelligence
The consultation forms give you the ability to create custom forms for different services. For instance, a laser treatment may require a different question compared to a facial service, when a customer books multiple services with varying form needs, our system intelligently combines them into a single, seamless form.

Automated Delivery
The convenience continues with our SMS delivery, allowing clients to complete the form on any device. Schedule the SMS link to be sent up to 10 days prior to their appointment or send individual forms anytime directly from the client card. The completed consultation form is always accessible to view within the individual client's card.

Always Current
Consultation forms are given an expiration date. If a client has previously completed a form, they won't be prompted to fill it out again until it has expired.

Enhanced Tracking with Form Icon and Email Confirmations
Appointments linked to a consultation form are clearly indicated with a new "Form Icon" and the form icon updates to display a tick once it's been successfully completed. Clients also receive a copy of the completed form via email.



Access from Anywhere

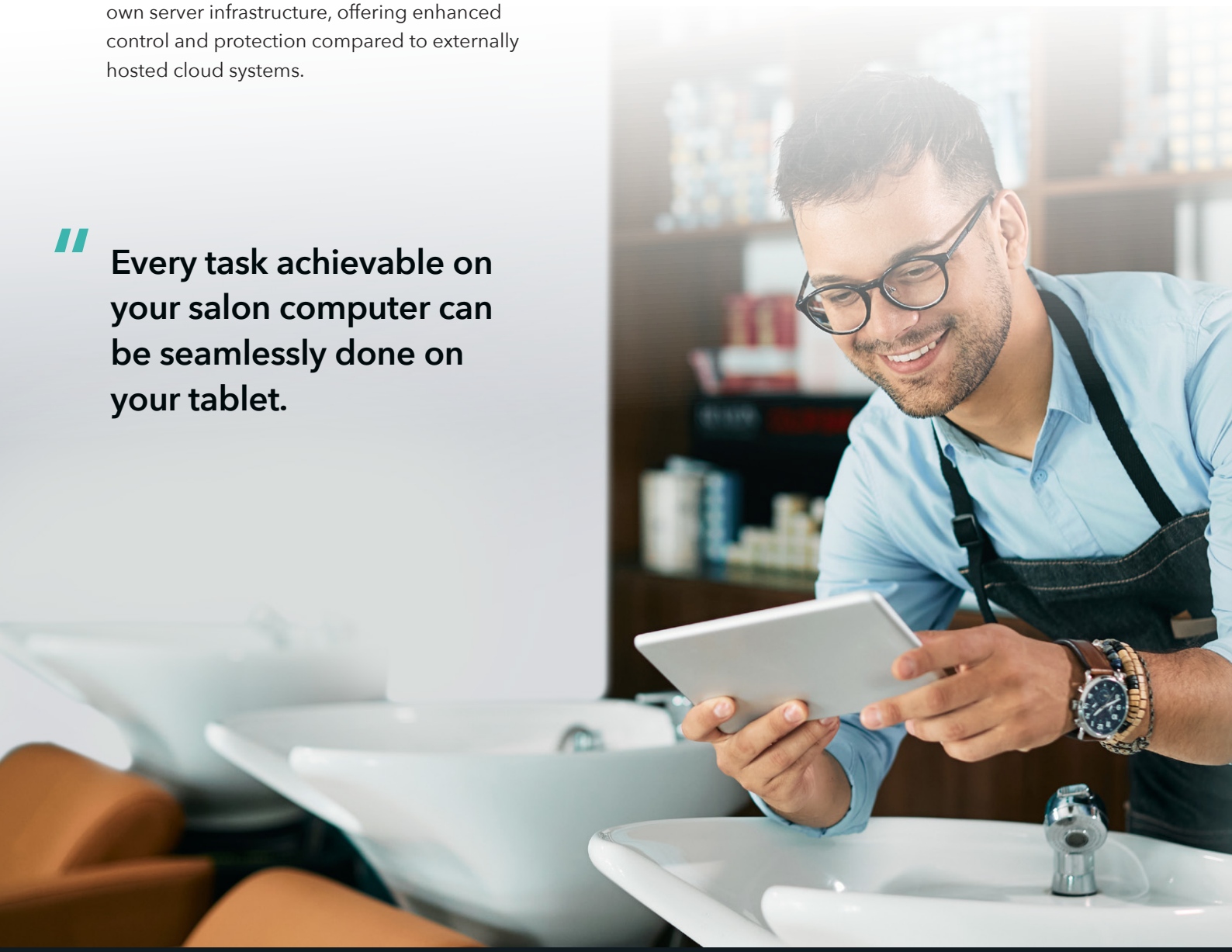
Effortlessly connect your iPad, tablet, or computer to your salon system from anywhere, at any time.

This powerful feature unlocks a world of possibilities, ensuring that every task achievable on your salon computer can be seamlessly done on your tablet, both inside and outside the salon, from anywhere in the world with an internet connection.

Manage your Appointments, Stock and Employees, View Reporting, Client Information and more. In fact, anything that can be done on your salon computer can also be done on your iPad, tablet, or laptop.

Elevate the efficiency of your salon with our cutting-edge mobile solution. Now, you can transform your salon experience with mobile connectivity and localised software assurance. Your sensitive client and business data is securely stored within your salon's own server infrastructure, offering enhanced control and protection compared to externally hosted cloud systems.

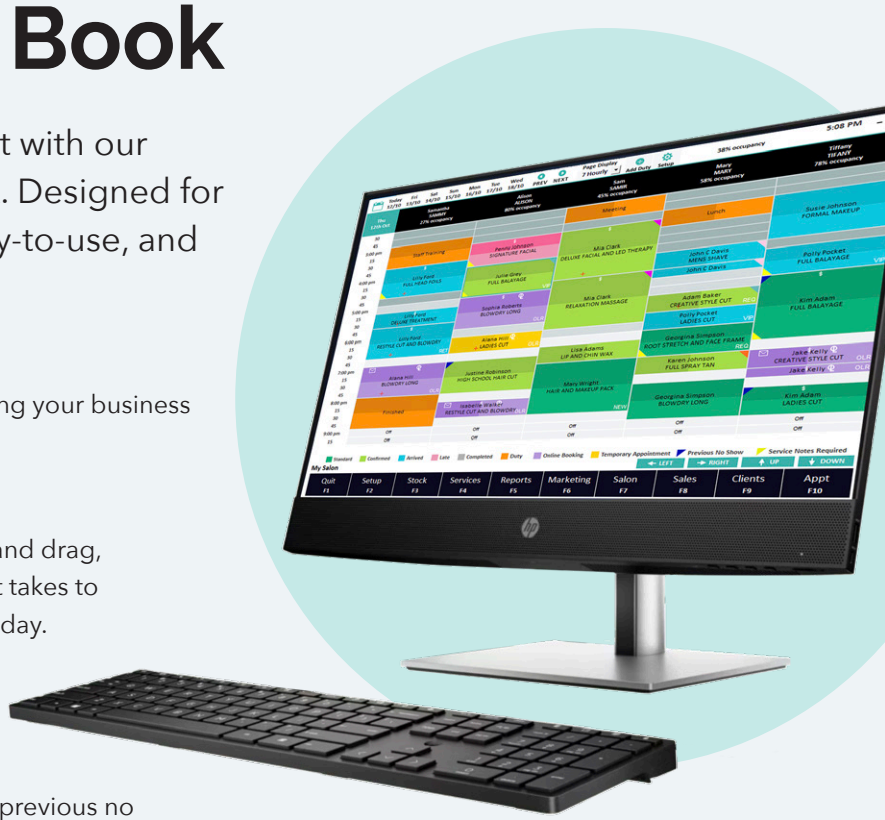
> **"Every task achievable on your salon computer can be seamlessly done on your tablet.**



Some of our other features...

Appointment Book

Effortless appointment management with our industry-leading Appointment Book. Designed for ease and efficiency, it's intuitive, easy-to-use, and feature packed.



Two-way SMS confirmation
Significantly reduces "No Shows," potentially saving your business thousands.

Easy to Use
Managing appointments is intuitive, simply click and drag, or adjust durations with ease. A single click is all it takes to complete a sale or print all client histories for the day.

Clearly Displayed
Our appointment colours allow you to easily see the status an appointment, with a helpful legend at the bottom on the screen. New clients, previous no shows, allergies, deposits, and so much more are clearly flagged with visual icons.

Rooms and Equipment
Never double-book a room or equipment with our optional Room's Columns and Resources feature.

Busy Operators
Simply search the next 42 days for appointment availabilities by operator.

Countless More
Print all the day's client cards with just one click. There's a Waiting List, Walk-in's, Occupancy Indicator, Multiple Reports, Appointment Tracking, Advance Booking Income Forecast, and so much more.

There are simply too many features to list.

We believe this is the best salon appointment book available!

Try it for yourself.

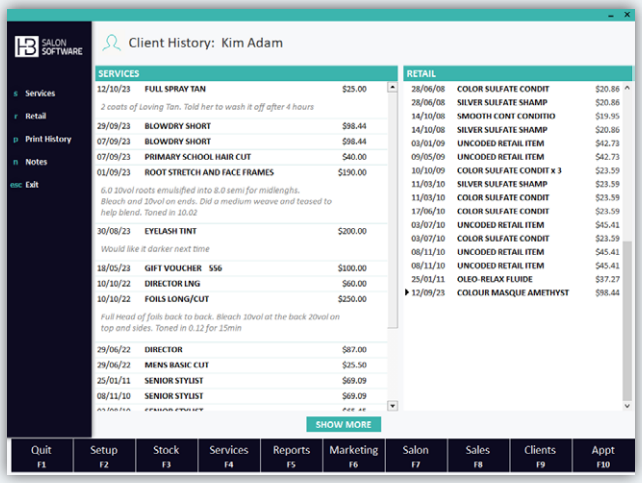
Client Cards

Transform the way you manage client information with our advanced Client Cards.

Easy to read layout
Our advanced Client Cards revolutionises client management, displaying all necessary information on an easy-to-read and well-laid-out screen.

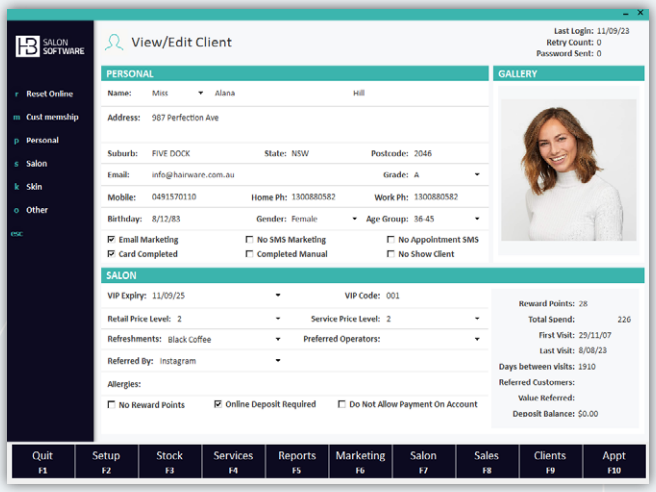
Client Dashboard
The client dashboard is a powerhouse of information, displaying key metrics such as Number of Visits, Average Days Between Visits, Reward Points, Total Amount Spent, First and Last Visits, Deposit Balance, and the Number and Value of Referred Clients

Detailed Client History
Every detail is meticulously tracked, from contact information to service and product purchase histories. Adding client history notes has never been easier.



Client Rewards
Manage client loyalty with several options including Reward Points, Tiered Pricing Levels, and a VIP membership.

Photo Gallery
Ideal for storing multiple client photos, perfect for "before and after" images, adding a visual dimension to each client's journey.



> Advanced client cards made easy.

Consultation Forms Management
Seamlessly send and managed through the Client Card system, ensuring all client information is easily accessible and up to date.

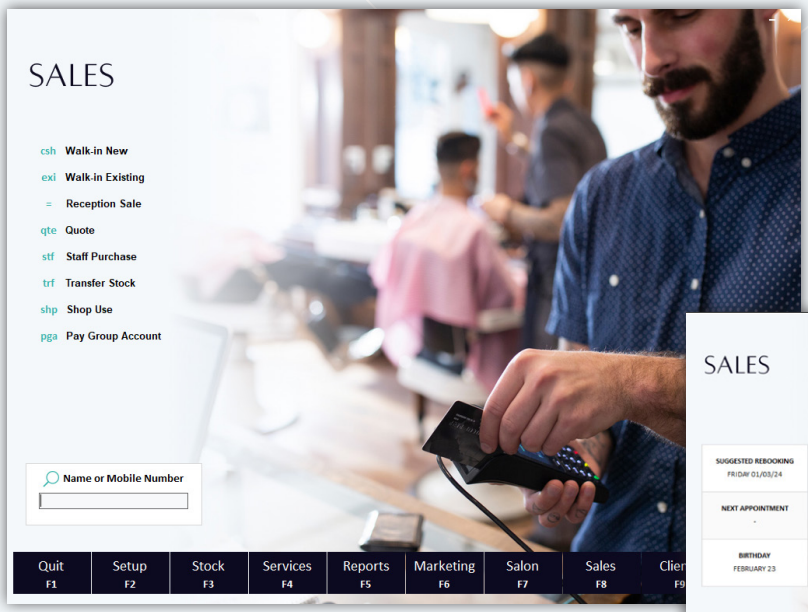
Better Marketing
Our unique client accuracy offers insights into the accuracy of your client data, Incomplete profiles are flagged on the appointment is an' i ', prompting for more details.

Accurate data boosts marketing and significantly enhances business value.

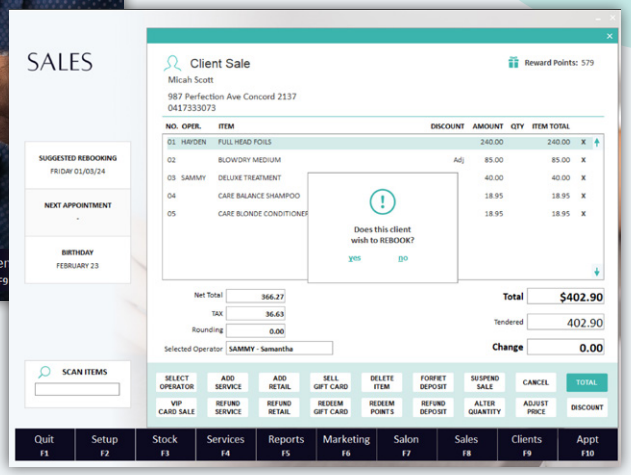
With our Client Cards, you have a comprehensive, user-friendly tool at your disposal, ensuring that every client detail is meticulously tracked, managed, and utilised to its full potential.

Point of Sale

Designed to streamline transactions and enhance your business operations.



SEAMLESS EFTPOS INTEGRATION



Our Point-of-Sale system harnesses the latest technology to ensure efficient payment processing, while simultaneously updating stock records, client files, and generating insightful information for reports and marketing.

Flexible in Design

Seamlessly integrated with the Appointment Book, our Point-of-Sale system is versatile enough to function as a stand-alone feature. With capabilities to handle, Deposits, Surcharges, Discounts, Reward Point Redemption, Account Payments, Tiered Pricing, Staff Purchases, Gift Voucher Sales and Redemptions, Split payments and so much more.

Advanced Features

Effortlessly sell products and services with our intuitive system. Simply scan barcodes or use advanced search for fast transactions.

Integrated EFTPOS

EFTPOS is seamlessly integrated, potentially saving your business thousands in EFTPOS bills. In addition, eliminating the risk or incorrect transactions being processed.

Receipt Reprinting

We have introduced a simplified way of both accessing past transactions and reprinting receipts. Easily search for a Date Range or by the Clients Name, then reprint receipts in seconds.

Reporting, Marketing, and Client Insights

Whether it's an existing client or a walk-in, our POS will not only process the sale but also capture these details for use in your reporting, marketing, and client card records. It also simplifies your end-of-day balancing, making it an invaluable asset for your business operations.

It's not just a Point-of-Sale system; it's a comprehensive solution designed to streamline transactions and enhance your business operations.

Automated Surcharges

Automatically apply surcharges to sales for weekends and public holidays. opt to add a surcharge for services, retail, or both.

Marketing

This is where our software truly excels. We've simplified the process of automated marketing campaigns and creating targeted marketing lists, making it incredibly easy to grow your business.

Advanced Targeted Marketing,
Our marketing client selection feature, enables you to precisely target a group of clients. With thousands of possible combinations, you can focus on specific demographics, target clients who have or haven't had a particular service or create your own selection. Once you've made your choice, simply send personalised SMS, emails, or letters with ease.

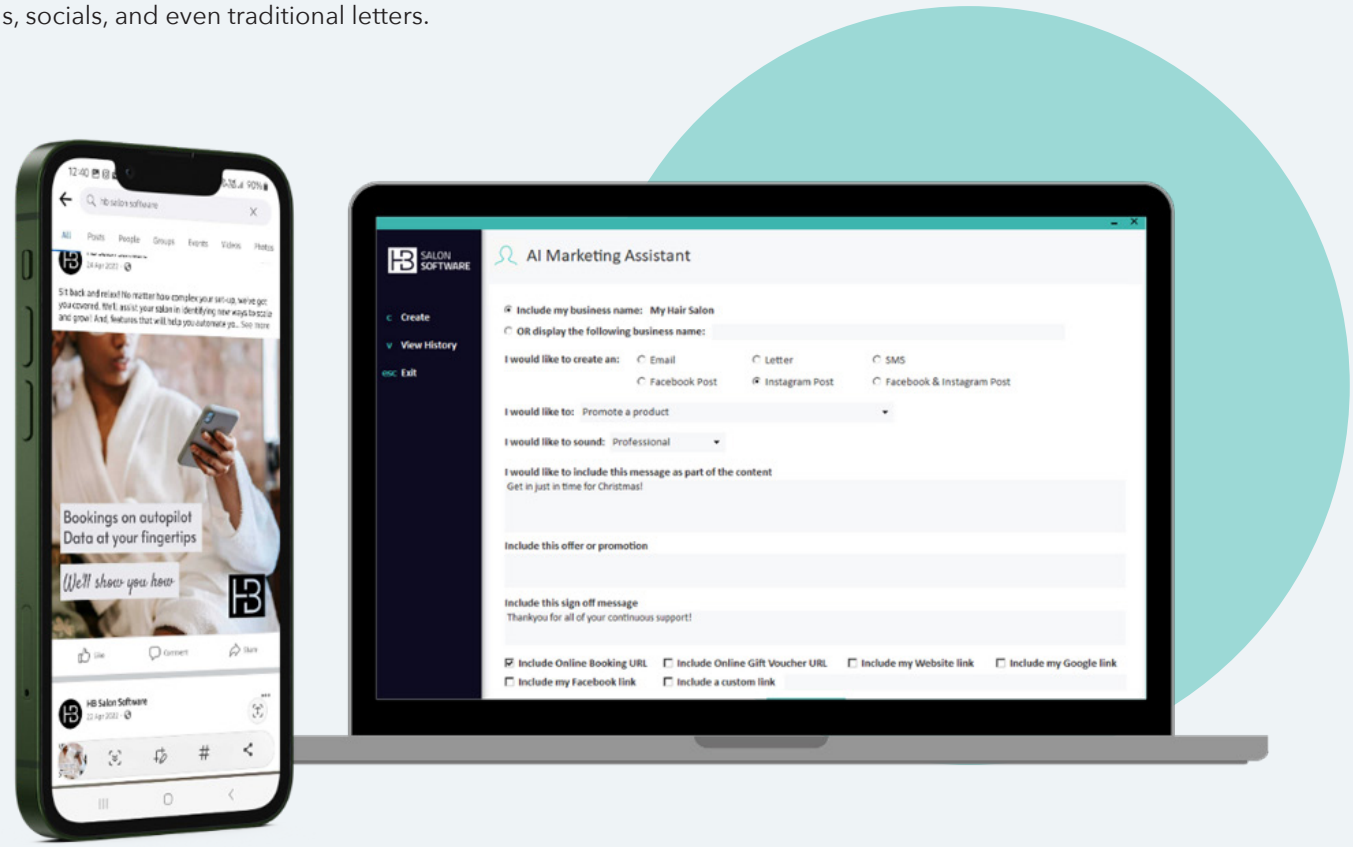
Auto Marketing,
is a set-and-forget tool that revolutionises how you connect with your clients. This feature automatically sends out SMS and/or emails communications all effortlessly on your behalf for various occasions, including Non-Returned Clients, Birthdays, First Visits, and more.

AI Marketing Assistant
Our AI Marketing Assistant, powered by ChatGPT, is ready to assist. It can help craft content for your SMS, emails, socials, and even traditional letters.

Mailchimp Integration
Easily integrates with Mailchimp making it easy to create emails using their intuitive templates. With Mailchimp's user-friendly design tools and customisable options, crafting professional-looking email campaigns is simple.

Name Merge
Merging names and more is a breeze with every aspect of our marketing, merging names and other details becomes effortless, enabling you to send personalised messages, emails, or letters in bulk with ease.

> **Cutting edge marketing to grow your business.**



Reports

Hairware & Beautyware offers an extensive array of reports, designed to help you thoroughly test, measure, and understand every facet of your business.

Unparalleled Insight from Industry Experience
Benefit from nearly 40 years of feedback from salons embedded in our software. This history guarantees a report for every aspect of your business operations. We offer unmatched understanding and support.

Information is Power
With over 140 reports to choose from, there's a report to suit every need, giving you the power to make informed decisions and strategically drive your business forward.

End Of Day Made Easy
Our Till Report makes the end of day a breeze, helping you balance your cash and all payment types. The Sales Payments Report details every transaction, ensuring that every transaction is accounted for.

> **With over 130 reports to choose from, there's a report to suit every need.**

Simple and Clear Reporting
The reports are presented in a straightforward, easy-to-read format. The graphs enhance the reporting making it visually easier to understand.

Insights at your Fingertips
Whether you're reviewing staff performance, monitoring business profitability, managing stock, comparing past year sales, viewing appointment information, measuring productivity, or handling end-of-day rundowns, Hairware Beautyware efficiently manages all these aspects and much more, ensuring every element of your business is seamlessly covered.

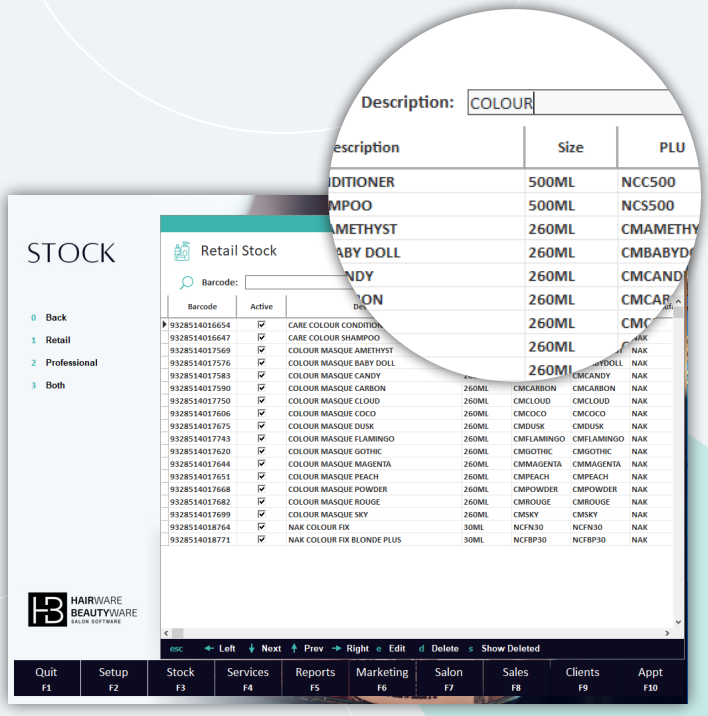
Stock

Streamlined Stock Management,
Complete Control at your fingertips.

Simple Product Setup
Easily set up products as either retail items or professional products. This flexibility allows for effective tracking of products sold and used within the salon. Set your current and required levels, and you're instantly ready to order.

Flexible Pricing Options
Configure each retail product with up to four different price levels, providing versatility to cater to various client groups - from special clients, family, and friends to tiered platinum, gold, and silver clients.

Effortless Stock Ordering
Managing your budget and creating orders is straightforward. From the get-go, your inventory is tracked and maintained with precision. Place a new order in seconds and receive it with just a few clicks.



"Accurate stock, always.

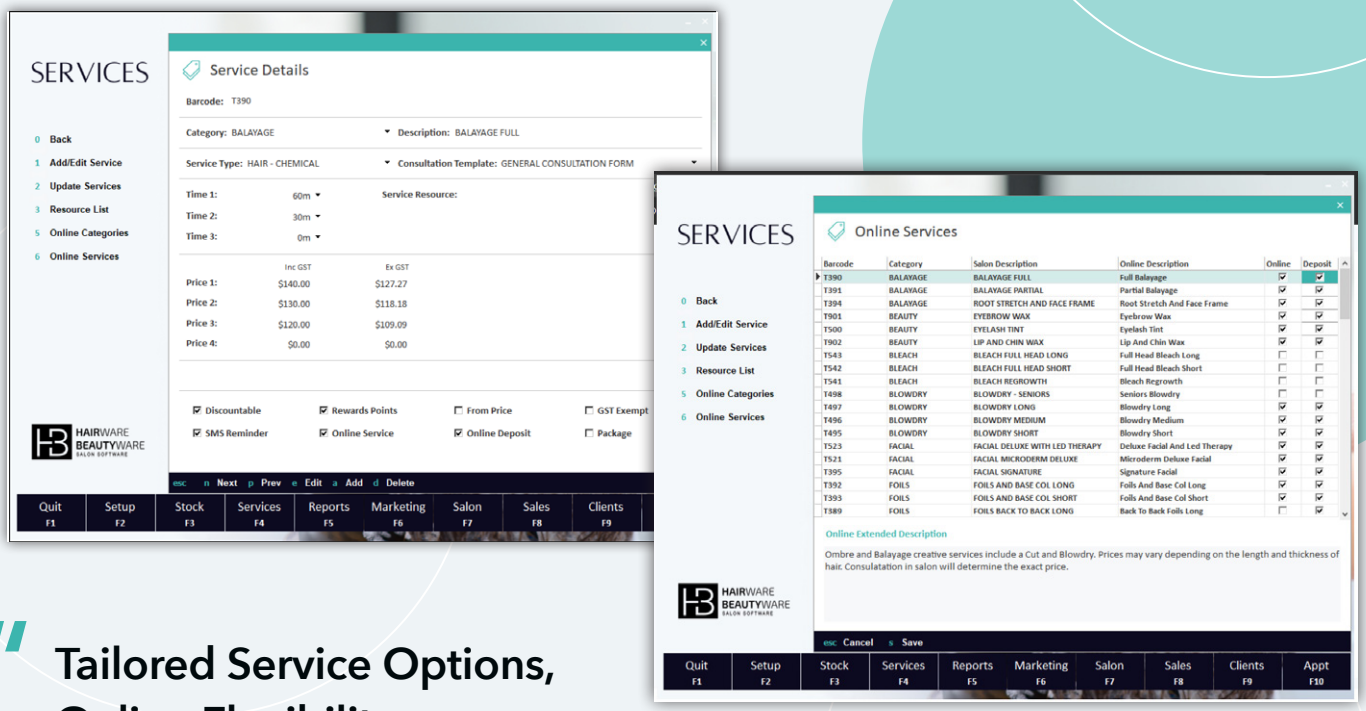
Quick Price Adjustments
Easily adjust prices, whether for an entire supplier's range or specific products. Achieve this in moments with our unique 'price creep' feature.

Always Up-to-Date Stock Files
Benefit from the latest stock files from major manufacturers, a part of your ongoing subscription.

Salon Product Tracking
Efficiently manage and track the consumption of products used in the salon, ensuring optimal usage and inventory management."

Services

Service Management Made Effortless



Tailored Service Options, Online Flexibility.

Services Management
Effortlessly create and update new services at any time with our user-friendly system. Whether you're looking to modify services individually or in bulk, HB streamlines the process, making it simple and efficient.

Customer Loyalty
Grow customer loyalty with reward points and up to four pricing tiers for each service, Ideal for catering to different client groups, from your valued regulars to friends and family.

Pre-Paid Services
Continuing with client loyalty, our pre-paid service packages allow your clients to purchase services in advance. Them easily track and manage their usage.

Online Services
Online Services feature distinct service descriptions and extended descriptions, ensuring clients can easily understand and choose the right service when booking online. You also have the flexibility to select which services are displayed online and which ones require a deposit.

Consultation Forms
Easily choose and manage which services require a consultation form to be completed prior to the client's appointment.

Stay Ahead
Our innovative 'price creep' feature enables a bulk price increase to be completed in seconds. Stay ahead with subtle, un-noticeable increases in your pricing, rather than inconsistent, substantial hikes.

Financial Management

STREAMLINED FINANCIAL MANAGEMENT

Our Financial Management system is tailored to streamline your business finances, enabling you to concentrate more on growth and less on cumbersome paperwork.

Gift Voucher Management
Efficiently handle both online and in-salon gift voucher sales. Easily track every voucher sold, monitor all outstanding balances, and more.

Operator and Salon Targets
Set precise targets for operators and the salon, across various aspects to ensure goals are met. Track actual performance seamlessly.

Correct Sales Errors
We recognise that mistakes happen. Our Sales Error Correction feature allows you to rectify any inaccuracies during sale processing, ensuring your financial records are always accurate.

Petty Cash Management
For day-to-day expenses, our Petty Cash feature enables detailed tracking of all petty cash transactions with comprehensive reporting.

Xero Integration
HB integrates with Xero, streamlining the wage process, simplifying wage management and timekeeping.

BAS in Seconds
Our cashbook offers extensive reporting and profit and loss analysis. It enables your BAS to be calculated in seconds.

Support

Exceptional Support is the Backbone of Our Business.

At the heart of our service is a commitment to exceptional support, something we take great pride in. Experience virtually non-existent wait times. Our dedicated and professional team offers a personal touch that sets us apart.

With us, you engage in real conversations with real people. We provide clear, straightforward advice in language that's easy to understand.

Security and Passwords

We take security seriously.

Nearly all modules of our program can be secured with either a password or PIN number, customisable for each team member. This ensures that everyone has precisely the right level of access. In this manner, staff members are prevented from accessing parts of the software that aren't meant for them.

By tailoring passwords or PINs to each staff member, we ensure that each individual has access only to the necessary areas.

Secure Data Backup

Hairware and Beautyware offer the convenience and reliability of automated hourly backups, ensuring your salon software data is consistently updated and securely backed up.

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Complementing the local backups, our state-of-the-art cloud backup solutions provide additional security. By choosing the optional cloud backups, you benefit from secure, off-site backups twice daily. Safeguarding your critical salon data against unforeseen scenarios such as computer problems, natural disasters, or theft, giving you added peace of mind.

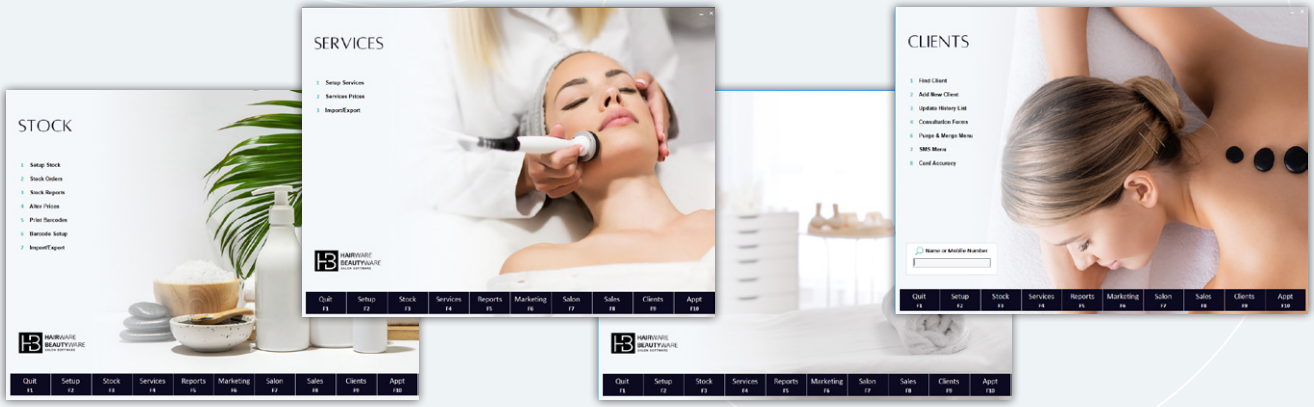
Our cloud backup service includes vigilant monitoring. We continuously oversee the health of your backups, and should a backup failure occur, we will immediately notify you.

Servicing the Hair, Barbers, Beauty & Spa Markets Since 1986

HAIR

BARBERS

BEAUTY



HAIRWARE BEAUTYWARE SALON SOFTWARE

HBSOFTWARE.COM.AU

P: 1300 880 582

E: info@hbsoftware.com.au

A: Suite 3, Level 2, 86-88 Mann St, Gosford NSW 2250

@hb_salon_software

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