



Media Contact:
Kathleen Summers
press@eufora.net
1 (800) 6-eufora

FOR IMMEDIATE RELEASE

Power Partnership Announced.

Eufora International announces Phorest Salon Software as exclusive salon software partner.

April 2021 (Vista, CA) – Eufora International and Phorest Salon Software, two brands with strong reputations for excellence across the professional salon industry, have announced they are joining together to help salon owners better understand and grow their business. The new partnership will provide Eufora Salons with access to leading edge systems for managing their day-to-day business and measuring their success. Eufora Co-founder and CEO, Beth Bewley, shared what sparked the idea for the **Eufora + Phorest** salon software collaboration.

“We use Phorest in our Eufora New York Salon. One of the many things I love about Phorest is that they are focused on helping salon owners understand and grow their businesses through education, so this collaboration really provided a perfect marriage of two education driven companies.”

The components of the new program were carefully curated by leadership from both companies, and are designed to improve salon access to proven management systems. The new partnership will also open the door to more powerful metrics and assessment tools through the sharing of data and insights. Eufora salons who use **Phorest** will have access to exclusive **Eufora** branded consultation forms and **Eufora** branded email marketing and social media templates.

In addition, a new co-hosted education plan is rolling out with the program, which will enable **Eufora** to increase both the frequency and content variety offered exclusively to participating Eufora Salons. Training sessions, led by **Phorest** guest presenters, will be incorporated into Eufora University and the Eufora Salon Owner Network webinars, providing easy access for salon owners.

Speaking at the launch of the partnership, General Manager of Phorest North America, Barry Quinn, expressed how well aligned he feels the two companies are:

“We are thrilled to partner with Eufora. It's evident that we are both OBSESSED with our salons being as successful as possible and have a deeply passionate focus on education, making us a natural fit. We are excited at the prospect of helping thousands of salons across North America deliver, in the words of the team at Eufora, an Exceptional Salon Experience. We believe that Phorest is the perfect partner to complement the great work Eufora does for its amazing salons. The Eufora team has deep relationships with its salons, something we cannot wait to be a part of.”

Philosophically united, **Eufora** and **Phorest** place high value on advancing the state of the industry through exceptional education and systemization, so testing deliverables



was essential. With testing and fine-tuning now complete, the new program begins its' roll out in April, and both companies envision a collaborative environment where they continue to work together to expand offerings, and provide top quality support that helps salons grow all aspects of their business from marketing skills to retail sales, ecommerce and more.

For Eufora Salons who are eager to get started, there is a free **Online Health Assessment**. To learn more about **Eufora + Phorest** salon software partnership or inquire about membership in the Eufora Partner Salon Program, interested salon owners should visit <https://www.eufora.pro/pages/partner-salon-program>.

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About Eufora

In a category that's crowded with rampant brand over promising, the Eufora voice stands out as honest, real and personal. It takes its cues from the vision of company founders, Don and Beth Bewley, who, in 1997, started a hair care company built on a foundation of passion, integrity and caring for the professional salon world. Today Eufora is recognized globally for a vision that extends beyond the innovation of people and planet friendly products, delivering on a promise to provide incomparable leadership programs and technical training to nurture and grow the next generation of salon professionals. To learn more please visit www.eufora.net.

About Phorest

Phorest Salon Software first changed the way salons and spas market and grew their businesses in 2002 when it launched as one of Europe's first SMS marketing providers. Today, it is a rapidly growing global SaaS company with offices in Ireland, UK, Germany, Finland, Australia, the US and Canada. Phorest leads with innovation and touches every point of the salon and spa experience, from the software's desktop application with a complete marketing suite to custom native apps and online bookings. Phorest Salon Software currently powers over 7,000 salon and spa businesses globally, with 100,000+ salon professionals using the system every day.



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