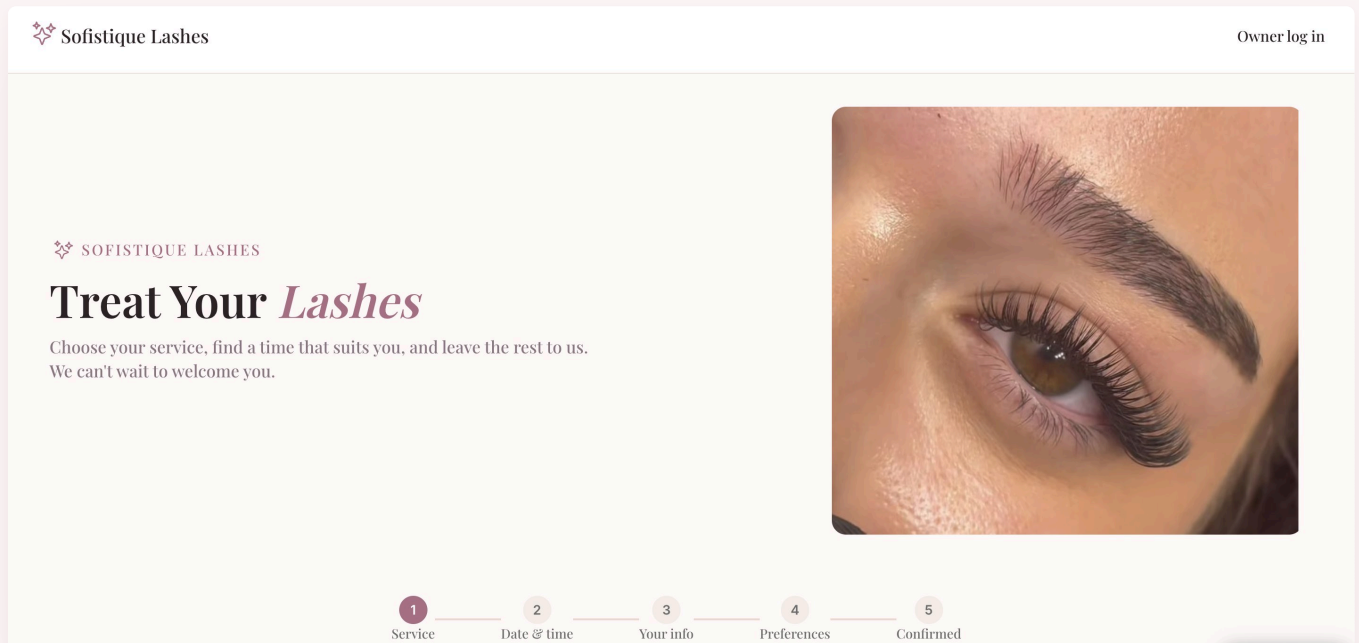


A LOOK INSIDE

# Sofistique *Lashes*

A complete booking and client management system,  
built for a modern lash studio.



## THE STARTING POINT

# More than a *booking system*

The studio was spending hours each week on text-message bookings, double-bookings, and forgotten appointments. Clients wanted one simple way to book — without Instagram DMs, phone tag, or third-party apps.

## *The problem*

### Chaos across channels.

Bookings came in through Instagram DMs, text messages, and phone calls. Every appointment had to be written down by hand. Client preferences, lash maps, and inspiration photos were scattered across different conversations — or lost entirely.

The result: lost revenue from no-shows, double-booked clients, and an owner spending evenings on admin instead of closing the studio.

## *The solution*

### One system. One overview.

A custom booking system styled to match the studio, where clients book in five steps — from picking a service to receiving a confirmation email. Behind the scenes, the owner gets a dashboard with appointments, client history, statistics, and full control over availability.

The result: one inbox for every booking, automatic deposits, and a clear record of every client — saved from their first appointment forward.

*"I want something that looks like me — not a generic calendar. And it has to be so simple that my clients don't give up halfway through."*

— THE STUDIO OWNER, BEFORE WE STARTED

## 5 steps

From first click to confirmation — designed for mobile and desktop.

## 100%

Custom design. Your domain, your branding, no third-party badges.

## 24/7

Bookings come in while the studio sleeps. Confirmations sent automatically.

HOW CLIENTS BOOK

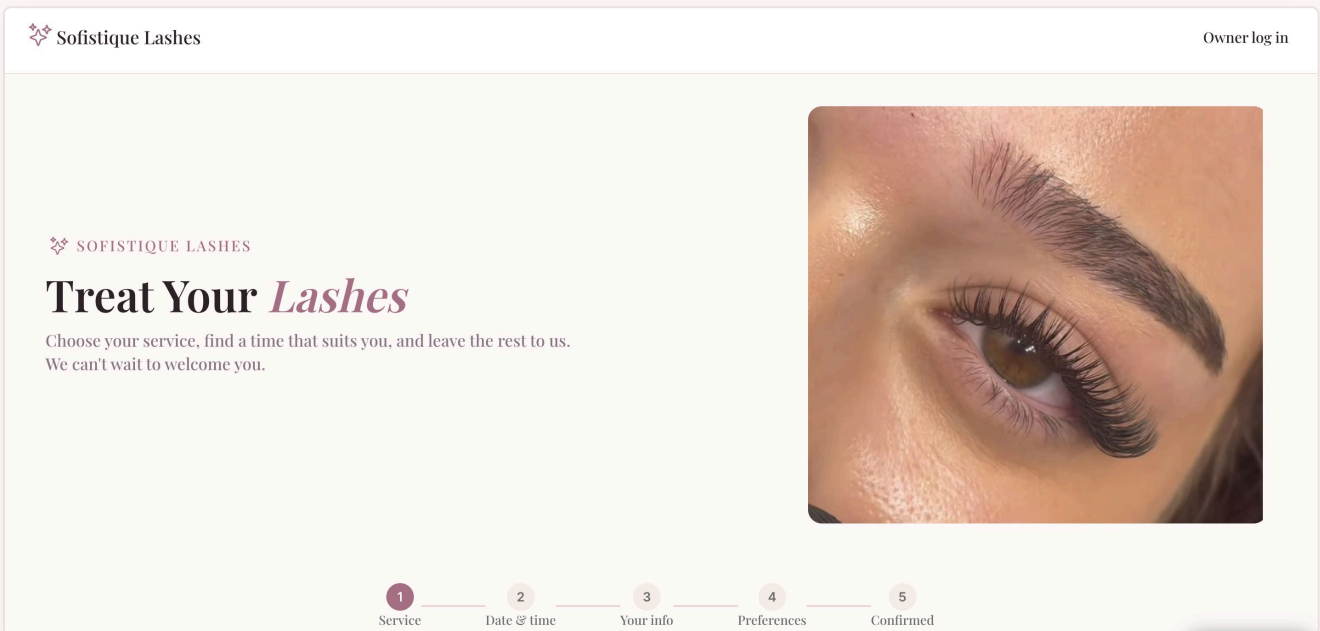
# Five steps. *No friction.*

Clients land on the studio's own homepage, choose a service and any add-ons, find a time that works, and confirm — all in one flow without an account, an app, or a redirect.

## Step 1

### The homepage

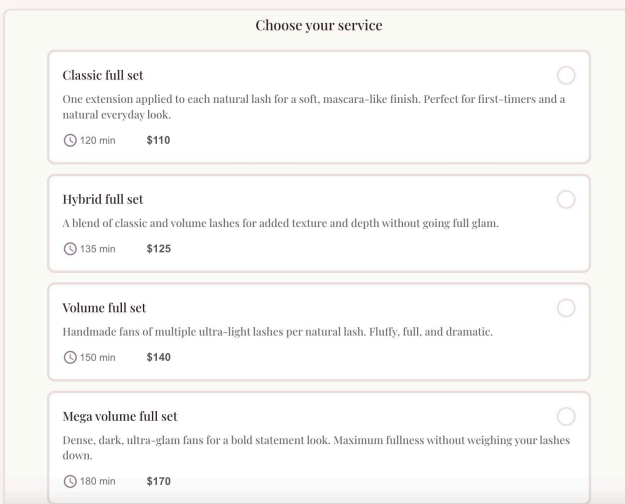
The studio's visual identity greets the client right away — warm, inviting, and clear about what comes next. The booking progress bar at the bottom guides every step.



## Step 2

### Choose a service

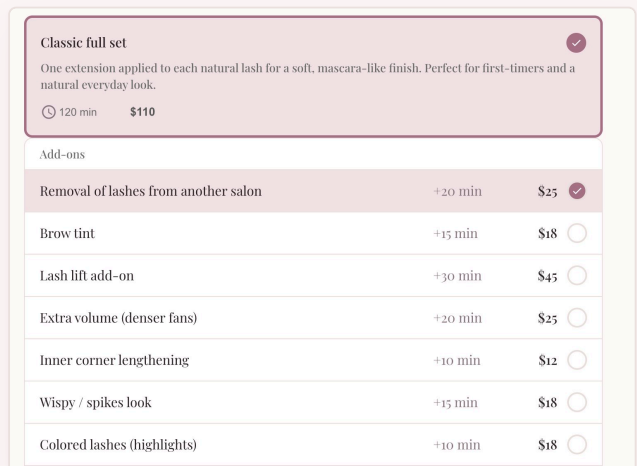
All services with duration and price — managed by the owner from the dashboard.



## Step 3

### Add ons

Removal, brow tint, lash lift, inner-corner lengthening — clients build their own package, and the price updates as they go.



THE REST OF THE FLOW

# From *calendar* to confirmation.

## Step 4

### Date & time

Only available time slots are shown — calculated from opening hours, exceptions, and existing bookings.

## Step 5

### Your info

Name, email, and phone number. Existing clients are recognized automatically by their email.

## Step 6

### Preferences

Description, preferred lash style, and an inspiration photo — so the owner knows exactly what the client wants before she arrives.

## Step 7

### Confirmed

A receipt on screen, a confirmation email in the client's inbox — and the booking lands in the owner's dashboard.

HOW THE OWNER RUNS THE STUDIO

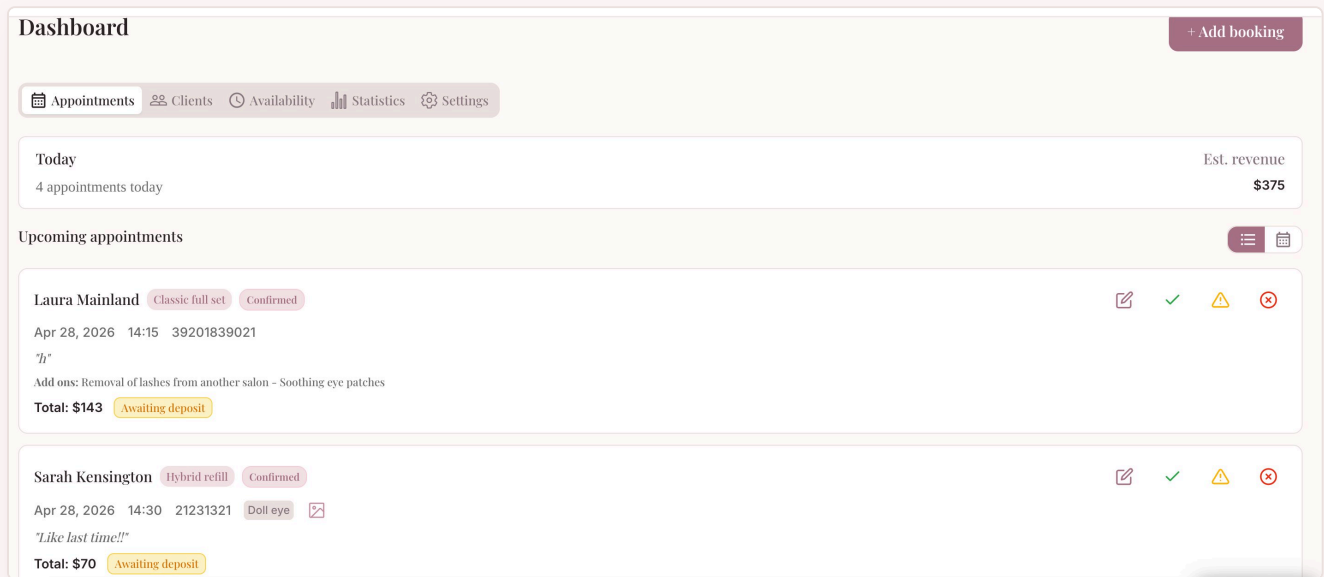
# One place for *everything*.

Behind the scenes the owner has a clean dashboard with appointments, clients, availability, statistics, and settings. No extra apps, no spreadsheets.

## Appointments

### Today at a glance

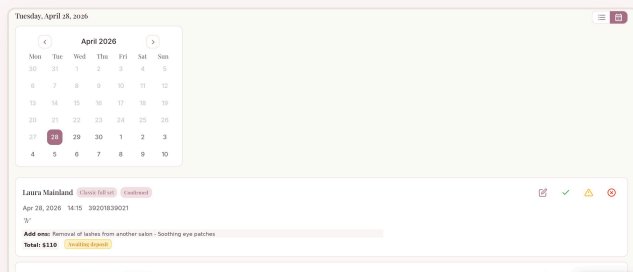
Number of appointments today, estimated revenue, and a list of upcoming bookings with status, add-ons, client notes, and deposit flags.



## Appointments

### Calendar view

Switch between list and calendar mode with one click – pick a day and see exactly what’s scheduled.



## Clients

### Client profile

Lash map, client notes, allergies, and full booking history – saved automatically from the first appointment.



AVAILABILITY, STATISTICS & PROTECTION

# The studio runs *your way.*

## Availability

### Opening times

Toggle days on or off. Set your own hours per weekday. Changes are live instantly.

Opening times		
Monday	<input type="checkbox"/>	10:00 — 17:00
Tuesday	<input type="checkbox"/>	10:00 — 17:00
Wednesday	<input type="checkbox"/>	10:00 — 17:00
Thursday	<input type="checkbox"/>	10:00 — 17:00
Friday	<input type="checkbox"/>	10:00 — 17:00
Saturday	<input type="checkbox"/>	10:00 — 18:00
Sunday	<input type="checkbox"/>	10:00 — 17:00

## Statistics

### Monthly overview

Bookings, total revenue, and most popular service — calculated automatically from completed appointments.

This month		
📅 Total bookings <b>68</b> <small>68 completed</small>	💰 Revenue <b>\$8,840</b>	🏆 Most popular <b>Classic full set</b> <small>24 bookings</small>

## Availability

### Exceptions

Closed days, holidays, trips — add a date and it disappears from the client's calendar.

Exceptions	
15. April 2026	Closed
30. April 2026	Trip
25. December 2026	Christmas
<a href="#">+ Add date</a>	

## Settings

### Deposit & no-show

Require a deposit at booking. If the client doesn't show, the deposit is automatically retained.

<input checked="" type="checkbox"/> <b>Deposit and No-show protection</b> <small>Require a deposit when clients book. If a booking is marked as no-show, the deposit is retained.</small>	<input type="checkbox"/>
Require deposit \$ Deposit amount <input type="text" value="30"/>	

## WHAT'S INCLUDED

# All of it, in *one package*.

Every project includes the same complete setup. The only thing that changes is the price tier, depending on currency and complexity.

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✦ *Booking flow* in five steps, with your own visual design.

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✦ *Custom domain* e.g. yourstudio.com – no Setflow branding.

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✦ *Owner dashboard* with appointments, clients, availability, and statistics.

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✦ *Client profiles* with lash maps, notes, and full booking history.

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✦ *Confirmation emails* sent automatically to both client and owner.

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✦ *Deposit & no-show* protection against last-minute cancellations.

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✦ *Add-ons system* so clients build their own package.

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✦ *Inspiration photos* uploaded directly with the booking.

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✦ *Opening hours* and exceptions, fully editable by you.

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✦ *Statistics* on revenue and most-popular services.

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✦ *Hosting & updates* included in the monthly retainer.

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✦ *Direct support* from me – no support tickets, no call center.

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USD · UNITED STATES DOLLAR

## Pricing in \$

A one-time setup fee plus a monthly retainer. No long-term contract — cancel any time.

### SETUP

from **\$890**

Includes design, configuration, your custom domain, and full handover. One-time payment.

### MONTHLY RETAINER

from **\$115/mo**

Hosting, updates, edits, and direct support. No commitment — cancel any time.

## Want the *same* for your studio?

Book a free 20-minute discovery call. We'll go through how your studio runs today and how the system can be tailored to your exact setup.

*Setflow Studio*

Aarhus, Denmark  
hello@setflowstudio.com  
@setflowstudio

EUR · EURO

## Pricing in €

A one-time setup fee plus a monthly retainer. No long-term contract — cancel any time.

### SETUP

from **€820**

Includes design, configuration, your custom domain, and full handover. One-time payment.

### MONTHLY RETAINER

from **€110/mo**

Hosting, updates, edits, and direct support. No commitment — cancel any time.

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hello@setflowstudio.com  
@setflowstudio

GBP · BRITISH POUND

## Pricing in £

A one-time setup fee plus a monthly retainer. No long-term contract — cancel any time.

### SETUP

from **£695**

Includes design, configuration, your custom domain, and full handover. One-time payment.

### MONTHLY RETAINER

from **£95/mo**

Hosting, updates, edits, and direct support. No commitment — cancel any time.

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