ToolGPA

NOVEMBER 2026

# Salonized

## The Insider's Guide

Salon software priced per team member, linked to Treatwell



**Every plan, grade, refund rule and rival among salon, spa and studio booking apps, read from Salonized's own pages.**

Made by Treatwell Salonized NL B.V. · checked Nov 13, 2026 · toolgpa.com

2.4
GPA



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ToolGPA put this guide together from Salonized's own pages, its app-store listings and our grades. Every fact in it is on Salonized's page too, where it is kept up to date. Checked Nov 13, 2026.

# Welcome

What it is, who it suits, its grades and the ten things to know first

**2.4**

GPA, above 58 of the 85 other salon, spa and studio booking apps we grade

Salonized is salon software for beauty salons, hair salons, barbers, nail studios, spas and pet groomers. It has an online calendar, booking widget, point of sale, inventory, client records and email marketing, plus an integration with the Treatwell marketplace. Plans are priced in euros by the number of team members.

To get you started, here are **9 things to know about Salonized**, taken from its own pages and our grades.

> "
>
> **No store rating on record, and a salon calendar plus payments takes setting up.**
>
> From our grade for ease of use

**1** **Best for salons that also take Treatwell bookings**

Salonized charges per team member, from €35 a month for the first and €5 for each extra, and it links to the Treatwell marketplace.

**2** **Paid plans start at about $39.10 a month**

As its pricing page puts it: €35 per month for 1 team member, plus €5 per added member (Growth).

**3** **You can try it first**

14-day free trial of all Pro plan features, no card required

**4** **It runs on Web**

Web.

**5** **Online calendar and booking widget**

Clients book through the salon's website, Facebook or Google, with a mini website and two-way Google Calendar sync.

**6** **Sales and inventory**

Cash register, product management, gift cards and financial reporting sit in the Basic plan's feature list.

**7** **Client management**

Client records, appointment reminders, feedback requests, an automatic waiting list and loyalty points.

**8** **A 2.4 GPA, above 58 of 85**

That is against the other salon, spa and studio booking apps we grade, on value, the free plan, features, ease of use and platforms.

**9** **Keep it**

To replace Salonized you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

## Salonized at a glance

PRICING
Free trial, from €35 per month for 1 team member, plus €5 per added member (Growth)

FREE PLAN
No

FREE TRIAL
14-day free trial of all Pro plan features, no card required

RUNS ON
Web

MADE BY
Treatwell Salonized NL B.V., since 2015

CATEGORY
Salon, Spa & Studio Booking

OUR GRADE
2.4 GPA, fair

# The report card

## Best for salons that also take Treatwell bookings

Salonized charges per team member, from €35 a month for the first and €5 for each extra, and it links to the Treatwell marketplace. Treatwell bookings cost a 35% commission on new clients, and only the Growth price could be read from the page.

TOOLGPA REPORT CARD — **Salonized** — Graded Nov 13, 2026

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | C | €35 a month for one person plus €5 per extra, so about €55 for five. That's the middle of the category. |
| **Free plan and trial** | C | 14-day trial of the top features with no card, and no free plan. |
| **Features** | B | Calendar, booking widget, sales, inventory, client records, marketing and its own card payments. Nothing in the listing shows a gap in the core job. |
| **Ease of use** | C | No store rating on record, and a salon calendar plus payments takes setting up. |
| **Platforms and integrations** | B | Web only, but it links to Treatwell, Google Calendar and Facebook. No phone or computer apps are named. |

**Grade point average** — Fair, out of 4.0 **2.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

### Who Salonized is for

- ✓ Fits if you want bookings from Treatwell in your own calendar
- ✓ Works for salons of up to 20 people paying per head

### Who it is not for

- ✕ Pricey if Treatwell sends you new clients: 35% commission on them, plus 2% on prepaid bookings
- ✕ Watch out: a payment terminal starts at €199 plus a 1.0% fee, and SMS credits from €0.11 each
- ✕ Skip it if you have 20 or more people, as that means talking to sales
- ✕ Watch out: the pricing page loads its prices by script, so only the Growth rate is readable
- ✕ Tight if you want a free plan, as there isn't one

## Good to know

### Good for

- ✓ Salons in Europe, where prices and support are set in euros
- ✓ Salons that also want Treatwell bookings in the same calendar
- ✓ Solo studios that want to start at a low per-person price

### Worth knowing

- ⓘ The pricing page loads its prices from a script; only the Growth plan's rate was readable, so Appointments, Basic and Pro rates are not shown here.
- ⓘ Treatwell bookings cost 35% commission on new clients plus a 2% fee on prepaid online bookings.
- ⓘ A Salonized Pay terminal starts at €199 plus a 1.0% transaction fee, and SMS credits start at €0.11 each.
- ⓘ Teams of 20 or more are told to contact sales, and the multi-location Pro plan has custom pricing.

PART 02 · PRICING

# What it costs

Every plan, the free plan, ways to pay less and how prices have moved

**~$39.10**

A month to start

Salonized is a paid product with a free trial, starting at €35 per month for 1 team member, plus €5 per added member (Growth).

GROWTH

## €35

per month for 1 team member, plus €5 per added member

Newsletter builder, email templates, client grouping, online forms, rebook reminders, waitlist, loyalty points and treatment reports.

### Trying it first

14-day free trial of all Pro plan features, no card required

Read from salonized.com on Nov 13, 2026.

# What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Salon software priced per team member, linked to Treatwell. Here is what it does, as its own site describes it, and what it covers: reports, email campaigns, inventory, appointment booking, sMS marketing, review collection.

> **Calendar, booking widget, sales, inventory, client records, marketing and its own card payments.**
>
> From our grade for features

### Online calendar and booking widget

Clients book through the salon's website, Facebook or Google, with a mini website and two-way Google Calendar sync.

### Sales and inventory

Cash register, product management, gift cards and financial reporting sit in the Basic plan's feature list.

## Client management

Client records, appointment reminders, feedback requests, an automatic waiting list and loyalty points.

## Marketing

Newsletter builder, email templates, client grouping, rebook reminders, last-minute discounts and dynamic pricing in the Pro and Growth plans.

## Treatwell marketplace

An integration lets a salon take bookings from Treatwell, Europe's marketplace, in return for a commission on new clients.

## Salonized Pay

In-salon payments on a payment terminal, from booking through to checkout.

### Where it runs

Web

### What it works with

Treatwell
Google Calendar
Facebook
Google

Salonized is made by Treatwell Salonized NL B.V., and has been around since 2015.

PART 04 · STANDING

# Where it stands

Its grades against its category, and whether to keep it or make your own

**58**/85

Other salon, spa and studio booking apps it is graded above

Salonized's GPA of 2.4 is higher than 58 of the 85 other salon, spa and studio booking apps we grade, and level with 16.

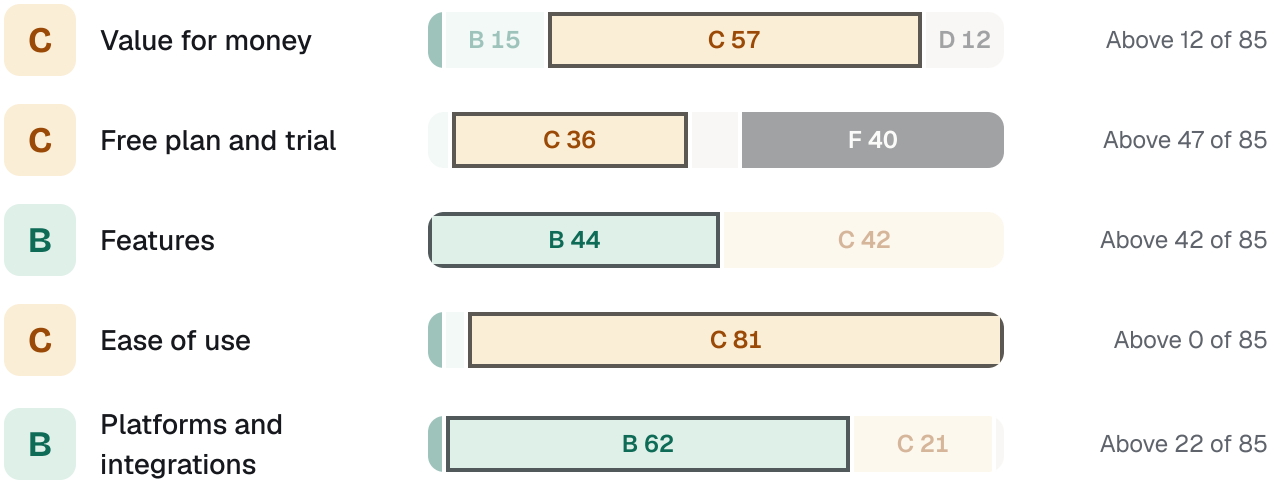
It stands best on features (B, above 42 of 85) and worst on ease of use (C, above 0).

Its paid plans start at about $39.10 a month, against a middle price of $49 for the category: 23 of the 57 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 3 tools score higher and cost less.

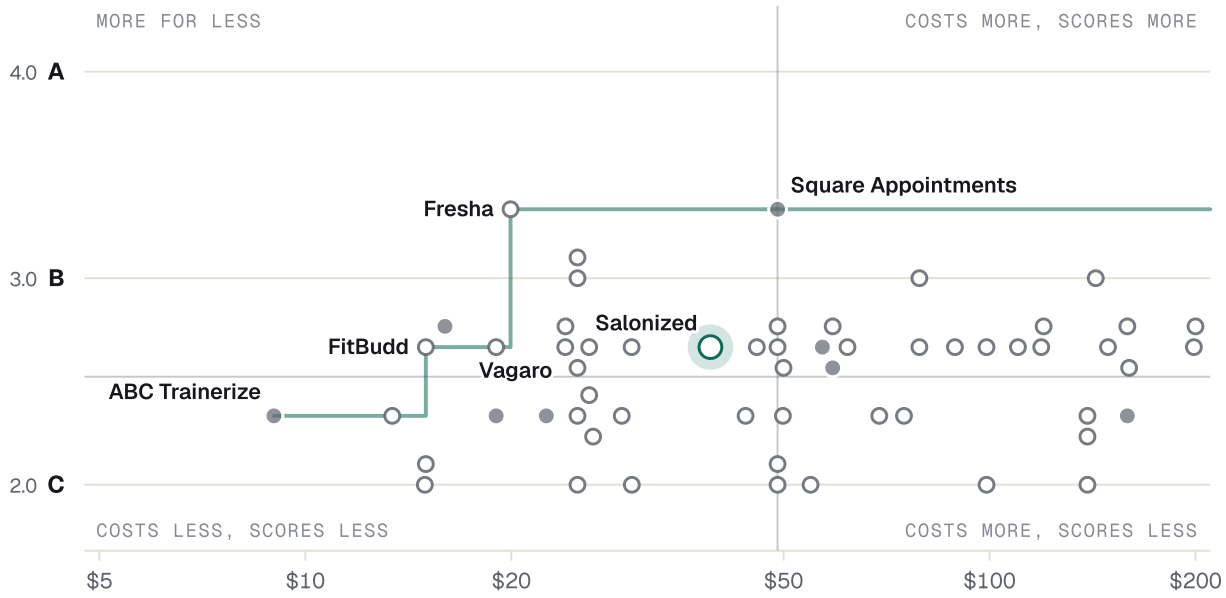
## Each grade against the category

Every bar is all 86 salon, spa and studio booking apps we grade, cut by the letter each got. Salonized's own letter is outlined.



## Price against what you get

Each dot is one of 58 salon, spa and studio booking apps. Further left costs less; higher up scores better on features, ease of use and platforms. Salonized is the marked dot.




What paid plans start at, a month (each step along is roughly double)

## Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

### Keep it

To replace Salonized you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.4 is higher than 58 of the 85 other salon, spa and studio booking apps we grade. It costs $469.22 a year.

### What you could make

- Appointment booking, inventory, review collection and reports: an app builder makes these well.

### What you could not

- Newsletters sent to thousands of people that still reach the inbox.
- Texts to thousands of numbers, registered with the carriers.
- Hooks into the device itself: widgets.
- The depth: we grade its features B, which means it covers the whole job.

**What this rests on.** Salonized's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

# The alternatives

The tools it is most often weighed against, side by side



Fresha, Phorest, Booksy and Vagaro

The 4 tools Salonized is most often weighed against, with where each one differs from it.

3.0 GPA

## Fresha

Free trial · from $19.95/mo

Salon and spa booking with a consumer marketplace for new clients.

- Only Fresha lists iOS and Android apps.
- Salonized also covers reports and sMS marketing.
- Fresha also covers shift scheduling.

Salonized and Fresha compared in full

1.8 GPA

## Phorest

Paid

Salon and medspa software for booking, POS and marketing.

- Only Phorest lists Windows, macOS, iOS and Android apps.
- Salonized also covers email campaigns and inventory.

Salonized and Phorest compared in full

2.6
GPA

## Booksy

Free trial · from $29.99/mo

Booking app and marketplace for barbers, salons and beauty pros.

- Only Booksy lists iOS and Android apps.
- Salonized also covers reports, inventory and review collection.
- Booksy also covers forms.

Salonized and Booksy compared in full

2.6
GPA

## Vagaro

Free trial · from $30/mo

Booking, payments and marketing for salons, spas and studios.

- Only Vagaro lists iOS and Android apps.
- Salonized also covers reports, sMS marketing and review collection.
- Vagaro also covers forms, payroll and class booking.

Salonized and Vagaro compared in full

PART 06 · QUESTIONS

# Quick answers

The questions people ask about it, each answered in a line or two

**12**

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

### Is Salonized free?

No, Salonized is a paid product, but you can try it first. 14-day free trial of all Pro plan features, no card required.

### How much does Salonized cost?

Salonized lists one plan. Growth: €35 per month for 1 team member, plus €5 per added member.

### What platforms does Salonized work on?

Salonized is available on Web.

### Does Salonized have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Salonized is listed for Web.

### Does Salonized have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Salonized is listed for Web.

### Is Salonized open source?

Salonized is not described as open source on its own site, as read on Nov 13, 2026.

### What does Salonized integrate with?

Salonized's listing names Treatwell, Google Calendar, Facebook and Google.

### Who makes Salonized?

Salonized is made by Treatwell Salonized NL B.V. It dates from 2015.

### What are the alternatives to Salonized?

The closest alternatives to Salonized in our directory are Fresha, Phorest, Booksy and Vagaro.

### How does Salonized compare with other salon, spa and studio booking apps?

Salonized's GPA of 2.4 is higher than 58 of the 85 other salon, spa and studio booking apps we grade, and level with 16.

### Is Salonized good value for money?

ToolGPA grades Salonized C for value for money. Its paid plans start at about $39.10 a month, against a middle price of $49 for the category: 23 of the 57 others that charge start lower.

### Could I make my own version of Salonized?

To replace Salonized you would be making newsletters sent to thousands of people that still reach the inbox.

## Where this guide comes from

The prices, plans, platforms and features were read from Salonized's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Salonized's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Treatwell Salonized NL B.V. Prices change, so check salonized.com before you buy.

salonized.com/en
api.salonized.com/plans.json?locale=en
salonized.com/en/pricing
salonized.com/en/about-salonized

PART 07 · ABOUT

# About ToolGPA

Who made this guide, what else is on the site, and how to cite it

**7,721**

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

| 7,721 | 95 | 739 | 579 |
|---|---|---|---|
| tools graded | categories | price changes on record | apps priced in 12 countries |

## What else is on toolgpa.com

### Salonized, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/salonized

### How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

### Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

### Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

### Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

### Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

### Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

### Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

**Scan for the live page**

Prices and grades as they are today

### Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Salonized: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/salonized
```

### Know someone choosing between salon, spa and studio booking apps?

Send them this guide:
toolgpa.com/tools/salonized/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded salon, spa and studio booking apps after Salonized, each with an Insider's Guide of its own.

### Salon, Spa & Studio Booking Insider's Guide

Every one of the 86 salon, spa and studio booking apps we grade, compared

### Square Appointments Insider's Guide

Booking, point of sale and payments for appointment businesses

3.2 GPA

### Fresha Insider's Guide

Salon and spa booking with a consumer marketplace for new clients

3.0 GPA

### Barberly Insider's Guide

Barbershop booking software with a branded mobile app

2.8 GPA


ToolGPA

## Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Salonized's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Salonized is a trademark of its owner, and this guide is not made, paid for or approved by Treatwell Salonized NL B.V. Prices and plans change: check salonized.com before you buy.