B-yoo-ti-fy ~ [coming from beautify: the act or process of making something beautiful] is an online platform aimed to simplify and bridge the gap between beauty service providers and their customers.

The idea was born one cold day whilst the I was waiting outside for cab, on the way to a barbershop. That's when it hit - why do I have to stand outside waiting for this cab (which was already 20 minutes past its estimated arrival time), just to get to the salon/barbershop and probably wait a bit more just to get my hair done. Then I realized, I was not the only person who was stuck with this problem. Many men and women suffer from the same problem. How many times have you ever had a scheduled appointment at the salon, just to sit and wait for your stylist to finish another job? Oh, and we have not even touched the fees yet, which don't get discounted for your time wasted waiting for your stylist. How about the times when you travel to a different location, on a weekend, and you realize you need that special touch of a professional stylist, but you can't get one because it's a saturday or sunday evening, and you have to till monday, to book an appointment, when your meeting is actually at 9am in the morning on that same monday... What do you do now, settle - hit youtube and figure out some DIY style that you can rock to your meeting, when what you really want is that professional touch…

Enter Byootify. Byootify, the sound of Beautify, is a large database of beauty service providers. We aim to bring together the provider and customer into one place. With Byootify, it doesnt matter whether it is a saturday or sunday evening; whether you are in your town or out of town; all you have to do is get on your mobile device or computer, pull up our platform, and at the edge of your fingers, you have thousands of stylists waiting to do your job and do it well, within a reasonable budget and timeframe. No more waiting for your stylist. No more waste minutes on youtube trying to figure out what your next hair-do will be like at your own hands. With Byootify, you will get access to trained, experienced and well seasoned stylists, all at the click of your fingers.

What started out as a system to book a hair stylist at your own convenience and was modelled after the simple process of calling a cab/taxi, is now a whole system aimed not only to simplify your next hair appointment, but also help provide beautiful experiences whilst enhancing or bringing out your natural beauty. We offer a platform that allows for quality to flourish whilst nurturing competitiveness.