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Meevo Spa & Salon Software and L'Oréal Celebrate Powerful New Partnership

Award-winning spa and salon software joins the L'Oréal Level Rewards Program to provide clients exclusive subscription savings.

Parsippany, NJ: Millennium Systems International (MSI), the industry leader in spa and salon software solutions and provider of the award-winning [Meevo business management platform](#), announces its new partnership with L'Oréal.

As MSI grows and continues to offer unparalleled software solutions, this powerful partnership provides monumental value to the company and their L'Oréal members, reaffirming their focus on client satisfaction.

"This incredible partnership is about adding more value for our Meevo users, and it is truly exciting for our company to join forces with a top brand in the salon industry," says Victoria Vitarelli, Vice President of Marketing, Millennium Systems International. "This union will bring our clients exclusive L'Oréal rewards that can be utilized for Meevo subscription savings, further cementing our dedication to provide our spa and salon software users with benefits and perks that support their business growth."

Meevo spa and salon software users participating in L'Oréal's Level Loyalty Rewards system will now be able to redeem earned points to allocate towards their monthly subscription.

"The LEVEL Loyalty Rewards catalog has been developed to support the evolving needs of our dynamic members and their incredible businesses", says Amber Thorne, Senior Manager of Level Loyalty. "For this reason, we are excited to announce our partnership with Meevo Spa & Salon Software powered by Millennium Systems International. Our members can now utilize their rewards to grow their businesses by leveraging the valuable insights Meevo provides, with the ease of this user-friendly system."

For more information on Millennium Systems International and Meevo, please visit: www.millenniumsi.com.

About Millennium Systems International

Millennium Systems International has been a leading business management software provider for the beauty and wellness industry for more than three decades. The award-winning Meevo Spa and Salon Software provides a true cloud-based business management platform, built by beauty and wellness veterans exclusively for the beauty and wellness industry, that is HIPAA compliant and fully responsive, so users can gain complete access using any device. For more information, visit www.millenniumsi.com.

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About L'Oréal

For over 110 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. With our broad portfolio of 35 international brands and ambitious sustainability commitments in our 'L'Oréal for the Future' program, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With 85,400 committed employees, a balanced geographical footprint, and sales across all distribution networks, the Group generated sales amounting to 32.28 billion euros in 2021. L'Oréal's research and innovation teams are focused on inventing the future of beauty and becoming a Beauty Tech powerhouse. More information on www.loreal.com/en/mediaroom

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