



## Bridal Booking Advice

### **The Trial**

A bridal trial is highly beneficial to both the makeup artist and the bride. The trial consists of a consultation regarding the look the bride is aiming to achieve, a discussion of the available options, and a full face of makeup to bring the vision to life, essentially a 'practice run'. Trials allow the makeup artist to see the facial features of the bride in person, and allows the bride the opportunity to request any tweaks to ensure everything is perfect and goes smoothly the day. I recommend having a trial around 3 months before the wedding date but this is purely a recommendation and it is entirely up to you if/when you would like to have a trial.

Things to be mindful of when entering your makeup trial:

- Makeup does not have to be 'over the top' or 'cakey', it is entirely personal preference and makeup can be adapted to suit **anyone's** requirements. I have experience with the most natural looks to the most extreme glam.
- Whilst images are very helpful to showcase the look you would like to achieve, please do be mindful that if you search 'bridal makeup' on the internet, many images are often heavily edited and airbrushed.
- Please be considerate of whether you might have more of a tan or a darker complexion on the day if your wedding is in the height of the summer, or if you will have a fake tan for the wedding that you do not have in your trial. This is not an issue, and I will always colour match the person in front of me to their current skin tone.
- Wearing a top that is a similar colour to your dress may help to envision the final look. Wearing brightly coloured clothing might make it more difficult for you to picture the makeup on the day.

Sometimes other members of the bridal party will also be keen for a trial or brides will have a second trial to try another look which is totally fine! Please let me know if this is the case.

If you don't wear much makeup or you are finding the planning process overwhelming, don't stress! That is what a trial is for. 😊

## **Prep for the Big Day**

Whilst makeup can do amazing things, it is important to look after your skin underneath. In the months and weeks leading up to the big day, eating clean, drinking lots of water and regularly exfoliating are excellent ways of keeping your skin soft, glowing, and free of impurities. Be extra gentle around the eye area, this skin is very thin and prone to fine lines. Eye creams help hydrate, reduce puffiness, and combat dark circles. Some brides book regular facials in the months leading up to their wedding day, but please **do not get a facial less than 48 hours before the day!** You never know when your skin could have a reaction. If you can, try going makeup-free for a few days before the big day.

Any major skin concerns would be addressed within the trial, e.g. if your skin is extra oily, extremely dry, acne-prone etc.

If you are thinking of getting your brows waxed/threaded/tinted for your wedding day, please try to do so at least 48 hours before. This leaves time for the tint to fade and not look so harsh, and for any potential wax bumps to settle.

**Eyelash extensions** are recommended for a Wedding Day. When done properly and professionally, they should last a minimum of two weeks. Although please do not try anything new too close to the wedding day. I would recommend trialling eyelash extensions if you have never had them before.

I do not recommend getting any major cosmetic treatments just before the wedding day, such as lip fillers or botox.

## **On the Day**

It is appreciated for anyone receiving a makeup service to have makeup-free, cleansed skin before I begin their makeup.

You may wish to purchase a lipstick for touch ups throughout the day and I can provide you with my recommendations.

The makeup is extremely long-wearing. I would always recommend carrying a pressed powder to combat any potential shine throughout the day although this is often not necessary.

Timings for the day will have been discussed, including what time we will start, and the time that the makeup needs to be completed by. I do not rush my appointments and will always ensure to leave more than enough time for the 'getting ready' process to run smoothly and fit in any necessary touch-ups. Photographers usually like to get staged photos of the bride getting their makeup done, which I am always more than happy to do.

If you are staying at the venue the night before the wedding, the venue will often move you over to the bridal suite mid-morning, which is often whilst you are getting ready. If you are arriving at the venue on the day of the wedding, please confirm with them what time you can get into the venue to start getting ready and if they require you to make any room changes.

There is no exact order in which everyone needs to have their hair and makeup done. If there are quite a few people having a hair/makeup service, I always recommend the bride to have makeup done towards the end, but not first or last.

Please be mindful of the clothes you are wearing when you have your makeup done on the wedding day. Wear something that will not be difficult to get over your head or be too close to your face when getting changed.

## **Deposit**

You may be asked to pay a non-refundable, non-transferable deposit to secure the booking of the date you require. This is usually after the bride has had a trial and is 100% happy to go ahead. If for some reason a trial is not set within 3 months leading up to the wedding, a deposit may still be required to secure the date. This confirms our commitment to the appointment.

Any outstanding payment should be made preferably by cash on the day. Please communicate if a bank transfer is preferred - a payment of this type should be made before the wedding date so that there is no need to chase anyone on or after the day for a transfer.

I highly appreciate receiving any professional photos that are produced from the wedding day which are key to building my bridal portfolio.

Please do not hesitate to message me any questions you may have, or if you need any product recommendations, I am always happy to help.

I am honoured to be a part of your getting ready process, and I look forward to your special day.

*Abbie Marsh x*

**Abbie M Makeup**

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