

# Here

## Advice for beauty therapists and make-up artists keen to get involved in the wedding industry

A wedding is one of the most special days in a woman's life and being responsible for the bride's make-up is both a privilege and a commitment – not only to the bride and her family, but your good name. Here, experts provide advice and tips on bridal make-up, nails, tanning, and how to make the most out of weddings as a business opportunity.

### A happy, confident bride

A trial allows the make-up artist to choose make-up that enhances and flatters the bride's features while complementing the dress, hair and style of wedding. The bride should also be left feeling confident and happy about how she will look on the day. The trial should be carried out at least a couple of weeks before the wedding; any sooner and details can change, such as the dress or the bride's skin tone, especially if she's been out in the sun or is pregnant (pregnancy hormones can cause pigmentation).

During the trial, the make-up artist needs to find out:

- Where the wedding make-up application will take place – check there is enough natural daylight.
- The style of the bride's dress and hair.
- What the bridal party will be wearing.
- Any colour scheme for the wedding.
- The bride's everyday make-up – a bride who usually wears barely-there make-up will not look like herself with heavy make-up on her wedding day and vice versa.
- Whether the bride has a cleanse, tone and moisturise routine; although clients may prefer you to use their own products, you may need to explain the benefits of a professional cleanser, toner and primer.
- At what time the hair stylist and any other professionals will be working on the day – hair should ideally be first to prevent drying and styling ruining make-up.

A contract should be signed by the bride, which includes costs of the trial and wedding make-up. A non-refundable deposit is advisable – ideally, 50 per cent of the total costs. A caveat that states if a family member doesn't turn up their full fee has to be paid will reduce the risk of wasted time.

PICTURE: WWW.SASSIHOLFORD.COM

# comes the bride

## The big day

Typically, it takes 45 minutes to complete the bride's make-up in a western wedding and one hour for an eastern/Asian wedding (if dressing an Asian bride, this can take two hours). An additional 30 minutes is recommended for each member of the bridal party, plus an extra 15 minutes to accommodate people running late.

Although each make-up artist has their own way of working, here are some pointers to consider for bridal make-up.

**Health and hygiene:** Skin hygiene is vital: foundations, eye shadows and lipsticks should not be stroked on the back of the hand or transferred from hand to face with a brush, sponge or fingers. A stainless steel palette and spatula will prevent harbouring bacteria. To remove excess powder from a brush, tap it against your hand rather than blowing on the bristles. Disposable mascara wands are ideal for preventing double-dipping.

**Skin:** Skin needs to be thoroughly cleansed and toned and, for a smooth base, a primer applied to prepare the skin for high-definition photography/filming.

**Corrector:** There are neutralisers that hide blemishes and dark circles, and correct sallowness, red or dark pigmentation.

**Foundation:** Application depends on the medium. With liquids, a non-latex sponge prevents allergic reactions and provides a smooth finish; with powders, a brush. Unless the bride has problematic skin, heavy formulations should be avoided – light, oil-free foundations can last all day without looking heavy and cakey.

**Contouring:** To add contour and

## Sarah Brock, celebrity bridal make-up expert, has top tips for bridal make-up therapists.

- Keep up to date with trends – look at bridal magazines and advertising campaigns to see which make-up complements particular dress styles and designers.

- Ask the bride to tear out images from magazines of make-up she likes, to understand her desired style/look.

- Remember there is a fine line between a bridal smoky eye and a party smoky eye.

- Foundation and make-up will slide off skin with too-rich moisturiser and the bride will look greasy. Use an oil-free moisturiser and eye cream with a light consistency, even for drier skin.

- Primer is a must – not only will make-up stay on longer but a silicone-based product will fill fine lines and wrinkles/open pores. For oily skin, use a matte primer.

- Foundation has to be the exact colour of the bride's neck/jawline – strapless dresses highlight a poor colour match. Foundation is intended to even out skin tone and not to change the skin colour (blush/bronzer adds colour) or to cover all imperfections (this is a concealer's role).

- Take foundation to just under the jawline; too low down the décolletage and there is a risk of product transfer on to the dress.

- Overdoing powder ages the bride and makes her skin look dry and overly made-up. Use a loose powder to set the base on the T-zone

and eyelids (this stops eye shadows creasing) and dust the leftovers on your brush over the rest of the face.

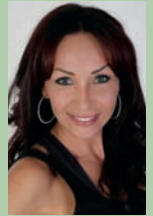
- Advise the bride to carry a pressed powder compact throughout the day to blot any shine.

- Too much sparkle or glitter will catch the flash and will be the only thing seen in wedding photos. Stick with highlighters and eye shadows with minimal shimmer and keep face powders and bronzers matte. Take photographs using a flash at the trial to check the make-up.

- Just because the bridesmaids are wearing blue dresses doesn't mean you have to use blue eye shadow. Neutral colours are flattering and natural – eyeliner can be used for a stronger look – but avoid bright-coloured eye shadows as this can look too 1980s.

- The bridesmaids should complement but not compete with the bride. A 'watered-down' version of the bride's make-up (particularly on the lips) means the similar tones will complement but not clash in photographs.

- Keep up to date with new waterproof products – from mascaras to eyeliners, blushers to lip stains – but try them yourself first to check they are as long-lasting as claimed.



definition to the face, a bold stripe of contour cream or darker foundation can be applied from just under the cheekbone to just before the jawline/mouth area, and blended well. The sides and tip of the nose can be shaded to make the nose look smaller,

while highlighter can emphasise small areas.

**Setting make-up:** A translucent or ultralucent (finer powder) can set the make-up, eliminating shine. Ultralucent powders enable some liquid foundations to be waterproof.

**Eyebrows:** Eyebrows can be shaped and groomed with a brow brush and measured by aligning them against a disposable mascara wand to identify the start, arch and end of an eyebrow and any sparse areas that need filling.

**Eyes:** Clients must have their contact lenses in prior to make-up application. A good eye primer reduces crease lines and gives longevity to eye shadow under hot lights.

Colours should complement the client's cool or warm skin tone and shading must enhance the eye shape:

*Narrow or small eyes* should not be overloaded with too many dark colours or false lashes; lighter colours will make eyes look bigger. If using eyeliner, a slim line – even in brown instead of black – and clear mascara (if the lashes are long) will prevent overshadowing the eyes.

*Deep set or large eyes* can suit bolder colours and false lashes, if desired. The eyeliner can be thicker, following the eye shape and, if preferred, applied along the

## Sunita Johal, MFHT, from FHT accredited advanced make-up training provider Crimson Catz, has top tips for bridal make-up therapists.

- If you make a mistake, don't write it all over your face. Roll a clean cotton bud sprayed with toner on the mistake but don't wipe it all over the area. Alternatively, cover mistakes with foundation and re-set.

- If you forget an eye shadow palette, know which colours mix to recreate that colour.

- Blend, blend, blend.

- Don't gossip.

- Remain calm and smile, especially if this is your first wedding.

- An antibacterial spray cleaner is much easier than taking extra make-up brushes if you use them again and again. They will dry in under two minutes.

- Check product ingredients – more people are aware of animal-based make-up and may prefer vegan, vegetarian or halal-friendly make-up.

- If you're uncertain whether you have applied enough powder to reduce shine, press the

back of your finger very lightly to check for a velvety texture. If it's still damp, you need to apply more setting powder.

- Carry a clean pair of 'house shoes' to wear when entering a client's home.

- While you should always listen to the bride's preferences, remain in control – if your client is dictating to you, explain why your choices are good ones.

- Reduce puffy eyes with cotton wool discs soaked in cold water. Avoid cold tea bags, which could potentially stain the face.

- Try any products before the day to check they work.

- Be remembered for the right reasons – be professional and prepared, look great, build a good rapport, do a fantastic job and enjoy the experience.





lower lashes/waterline also.

**Eastern/Asian wedding** small tikka dots in red powder made into a paste or fancy-coloured glitter liquid are added above and around the eyebrows, or gemstones can be used to frame the eyes.

**Lips:** Light colours make small lips appear larger and vice versa. A slightly darker lip liner can add definition if blended well with the lipstick. Alternatively, a good lip primer and lipstick is long lasting and requires minimum touch-ups. Lip gloss may be preferred by clients who prefer a natural, glossy look. Dry lips can be combated over the weeks before the wedding with lip balm and exfoliation (using a spare toothbrush doused in warm water) to remove dead skin for a smoother, longer-lasting colour.

**Cheeks:** Avoid overpowering the face with blusher to prevent a 'doll' look; it's about enhancing natural beauty and subtle blusher should be blended with no lines. A highlighter can really lift the cheekbones. Cream blush is ideal for dry/mature skin when patted lightly onto the 'apples' of the cheeks and up into the hairline on a slightly-hydrated, non-latex sponge.

**The mature client:** Ageing skin may need a little more primer. However, heavy make-up can emphasise problem areas, particularly dark eye shadows and eyeliner. A brown powder swept along the top and bottom lash line can be softer and more flattering.



## Nail it

*Susan Gerrard, of Gerrard International, provides some advice for beauty therapists looking after a bride's nails.* Combining the classic beauty of the oval with the strength of the

square, the squoval nail shape makes the most of the bride's nails. Whether short or long, the squoval gives the appearance of long, feminine fingers, keeping them tidy and chic. As the side walls are kept intact to maintain strength and the corners are slightly rounded to prevent snagging, nails are less likely to break.

A standard manicure should be carried out the evening before the wedding day. To ensure long-lasting colour on the bride's nails, paint across the free edge with every coat; this tip of the nail takes the most



*Liz McKeon, beauty business expert and business coach provides some advice for bridal make-up therapists to make the most of*

*this business opportunity.*

- Don't restrict yourself to just the bride's make-up on the day – consider the whole bridal party, which includes the mother of the bride, groom's mother, bridesmaids and flower girls.
- Think of all the services the bridal party will invest in during the run-up to the wedding and the night before – there is the potential for slimming treatments, manicures, pedicures, skincare treatments, relaxing massages, anti-ageing facials, spray tans and so on. Recommend courses of preparatory services, such as facials and body treatments, and put together bridal packages. If you don't provide all the treatments, join forces with another therapist/business.
- Focus on the 3 Ps – package, position and promotion. To build a bridal make-up business, firstly consider the bridal services you will be offering and what your unique selling point (USP) will be. This is a competitive market so identify how you

impact and is the most likely to chip. When choosing a colour, a French manicure is timelessly elegant and chic, but if brides want another colour they should choose one that will complement – and not clash with – the flowers, dress and make-up. The bride should be advised to have one of her bridesmaids carry a miniature bottle of her chosen nail colour, in case of any nail emergencies.

Hands will be a big feature of the bride's day. To keep them in optimum condition, a light, exfoliating cream will gently remove any dead, dry skin, and an anti-ageing serum can plump, tighten and condition the skin.

## Glowing bride

*Jules Heptonstall, celebrity tanner and St Tropez skin finishing expert, discusses spray tans for brides.*

A professional spray tan will not only offer the bride a depth of colour, but will lift her complexion and give the skin an even tone. Whatever the bride's skin tone, a healthy, natural looking tan is key as the bride will be standing next to her groom and family and won't want to look out of place. When choosing a shade of tan, the bride should be advised the tan will look darker against a lighter shaded dress, such as white, cream and ivory.

Spray tans should be at least two days before the wedding to ensure there is no product transfer on to the dress. A tan's optimum colour is on day two when the



## Bridal business

will differentiate yourself from competitors. Then figure out where to position yourself and your business (geographically and your target market). Whether you position yourself as exclusive, premium or value-based, will affect your pricing, promotions, business material and income.

- Market your business effectively – take stands at wedding fairs throughout the year to promote your services and gain potential clients. Network and develop good working relationships with other local businesses, such as florists, photographers, hotels and wedding cake suppliers. Form your own bridal group where you pass potential bridal business among your group. Consider an incentive for clients to pass your details to their friends and family who are planning a wedding and become clients.
- Build a portfolio – ask your clients for permission to take wedding photos of your work, then use the photos with local newspapers, your social media pages, wedding magazines and bridal publications. Ask clients to write testimonials about your services and post these comments on your website and printed promotional material with permissions.

product will have developed, set and calmed. While there is a risk of tan transfer with wash-off products, once a spray tan has developed, it remains in the skin for five to seven days.

A spray tan trial is essential for both parties to understand the desired colour and ideally should coincide with the wedding make-up trial so the make-up artist can work with the darker skin tone.

The client should be advised not to apply any self-tan for at least two weeks before the wedding to prevent product-build up and she should exfoliate 48 hours before the spray tan, paying special attention to the hands, elbows, knees and feet. On the morning of the tan, the bride should not moisturise as this will act as a barrier to the spray tan and the colour won't be as rich.

## With thanks to...

- Sarah Brock, celebrity bridal make-up expert ([www.sarahbmakeup.co.uk](http://www.sarahbmakeup.co.uk) [www.bridalbeautybuzz.com](http://www.bridalbeautybuzz.com))
- Susan Gerrard, of Gerrard International, which offers a portfolio of leading beauty brands to the professional market ([www.gerrardinternational.com](http://www.gerrardinternational.com))
- Jules Heptonstall, celebrity tanner and St Tropez skin finishing expert ([salon.st-tropez.com](http://salon.st-tropez.com))
- Sunita Johal, MFHT, of Crimson Catz, specialist in health, beauty, marketing and branding ([www.crimsoncatz.com](http://www.crimsoncatz.com))
- Liz McKeon, business coach and trainer specialising in the beauty industry ([www.lizmckeeon.com](http://www.lizmckeeon.com))