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YOUR BRIDAL BEAUTY WORKSHEET

You're getting married, congrats! There is a lot to think about, but no matter what the planning, events or the wedding day throws at you, you will face it looking gorgeous.

This worksheet will help you:

- ★ Get the "wedding glow" no matter what shape your skin is in
- ★ Decide whether to do your own wedding makeup or bring in the pros
- ★ Create the perfect touch-up bag so you're ready for anything

This information is different because it's coming from a makeup artist with over a decade of experience doing all sorts of makeup, including bridal, and who has seen and done it all (including holding a bride's dress while she...ahem...shaved her nether regions...#truestory). My goal is to make you feel as beautiful as possible, then carry that feeling into your new life.

Timeline

According to 10 wedding checklists, the average amount of time that any sort of pre-wedding beauty treatment should start is 4.2 months before the wedding - and only two checklists mentioned skincare. So how should you take care of your skin, and when should you start?

Well, it depends.

If your skin is already in tip-top shape or you decide to elope this weekend, I wouldn't change anything. Far too many brides (myself, included) try to make big changes right up to the Big Day with sometimes disastrous consequences.

So, in a nutshell, my advice is to start your skincare routine as soon as possible, then lock down your bridal makeup look at least a week before your wedding.



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Achieve a Wedding Glow

If I had a dollar for every time someone thought foundation would mask all the skin's sins, I'd never have to work again! While makeup can accomplish a lot, don't rely on it. Instead, get the best version of your skin.

Call in the Pros

Great skin starts with finding a great dermatologist. This means an MD, not just someone who works at a medspa (they are fantastic but for an initial consultation, head to the doc), who will address all sorts of skin concerns from cosmetic to medical.

Skincare Routine

Your dermatologist can set you up with a great skincare regimen. This will address any concerns and, most importantly, balance your skin so there are no surprises (read: huge zits) on your wedding day.

Advice on Facials

For some reason, facials seem to be the go-to bridal prep treat. While this might be a good idea, speak with your dermatologist to determine what kind of facials would be most beneficial as well as how often to get them. Some facials might be too abrasive or cause negative reactions, so seek advice and don't get a facial too close to your wedding.

Cosmetic Tweaks

If you have anything that bothers you, like forehead lines or crows feet, a wedding is a perfect time for little updates. A dermatologist will be able to address your concerns and offer a range of solutions. While you're beautiful as-is, we all know how certain things can be amplified in photos. If something really does bother you, especially in photos, remember that pictures are forever. Have a professional help you out.

Consistency FTW

Even if you forgo all professional assistance, you don't want your skin freaking out. The best way to achieve this is to maintain a consistent skincare regimen. Even if it's basic, you'll see positive results. The mantra here is: if it ain't broke, don't fix it! Here's a simple routine that will work for anyone on any budget.

Morning

- ★ Do a gentle facial massage with a creamy cleanser to decrease puffiness and increase circulation; rinse well with cool water
- ★ Pat on a skin-appropriate facial moisturizer
- ★ Finish with a sunscreen to prevent sun damage (including wrinkles)

Evening

- ★ Remove makeup and cleanse skin; rise well with warm water and pat dry
- ★ Using your ring finger, tap on eye cream
- ★ Apply a hydrating moisturizer

To take your skincare to the next level, you can also incorporate serums - like a multivitamin for your skin - into your routines. This step happens after cleansing (and toning, another fabulous step) and before moisturizer.

For daytime, a vitamin C serum will help to even and brighten skin. At night, though, is where you can make a significant difference. Serums can exfoliate, rejuvenate, plump and tighten skin. The key is to learn what works for you and not use them all at once! A general rule is to use a different active ingredient each night - so exfoliate one night, use a retinoid the next, and hydrate the next night. Please seek professional advice for best results.

A note on exfoliation - as a makeup artist, I can tell you that your makeup will look so much better the smoother your skin is. That said, over-exfoliating absolutely will absolutely, and sometimes irreversibly, damage your skin. There are two ways to exfoliate - chemical, meaning through certain ingredients, and manual, meaning using a gritty substance. Work



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with a dermatologist to learn the right products and techniques for your skin! Once you add the correct type of exfoliation into your skincare routine, you will notice a wonderful difference in both your skin and your makeup application.

Professional Makeup Artist or DIY?

There are pros and cons to hiring a professional versus doing your own wedding makeup, but there's no right answer. My best piece of advice is to fully trust your makeup artist, even if it's you.

Hiring a Professional

The hardest part about finding a solid makeup artist is knowing where to look. Start at your local salon. Even if they don't offer makeup services, there's a good chance they know someone who does. Another option is your photographer - or any wedding vendor - as they've typically worked with trusted artists for years. Finally, if you hire a wedding planner, he or she probably has an organized list of talented makeup artists.

Pros

- ★ You can relax! On a very busy day, getting your makeup done by someone else allows you to literally shut your eyes and take a breather.
- ★ A pro makeup artist has all the good stuff. Since pros work on every type of skin, they have all the cool products you drool over at Sephora as well as some you've never heard of. You also might get a mini makeup lesson in the process.
- ★ Unless you yourself are a makeup pro, they will always have more experience than you. While it's incredibly important to get a trial to ensure it's a good fit, you can rest easy knowing they can create the look of your dreams.

Cons

- ★ Makeup artists are expensive. And you (mostly) get what you pay for. There's the cost for their expertise, but also the products, travel, and all the time they spend preparing your look as well as cleaning up after. It's like an iceberg - for every hour you spend with your artist, he or she is spending around three hours behind the scenes.
- ★ There's a level of uncertainty. As a key member of your team, how will you handle it if your makeup artist gets sick and can't make it? And, if you opt to forgo a makeup trial, you don't know how good your artist is, if the products break you out and so on. Sadly, some artists take advantage of the huge wedding market and charge *thousands* of dollars for lackluster makeup because they can. Do your homework!

Doing Your Own Wedding Makeup

Although it seems daunting, you can do your own bridal makeup. Before I became a trained makeup artist, I was fed up with the results I was getting from makeup trials - so I got a lesson instead and practiced until I could do the look in my sleep. You can learn, too, and carry that knowledge with you forever.

Pros

- ★ You have total control of both the look and the situation. With enough practice you'll have everything you need and, heaven forbid you forget your makeup bag, you'll know how to manipulate someone else's products
- ★ You'll have the benefit of touch-ups throughout the day. Even the best makeup artist touches up her client throughout an event - think about it: celebs have their makeup artists with them *on the red carpet* to touch them up as they walk - it would be like your artist tweaking your makeup as you walk down the aisle! If you can hire your makeup artist for the whole day, that's amazing - but not feasible for most. If, however, you do your own makeup, you'll have the products and know-how to look flawless all day and night.
- ★ You'll save money. Even if you purchase all new products and a makeup lesson, you'll still come out ahead financially.



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Cons

- ★ Inexperience. This is a big one. If you're not totally confident, you shouldn't do your own makeup. Period. Even the steadiest hand can be affected by nerves. Also, the bride is super popular on her wedding day - and sometimes that means she's getting bombarded with questions and requests. Unless you're awesome at managing people, your precious getting ready time could quickly dwindle.
- ★ You don't want to. Even if you could do your wedding makeup, this is one of the few times in a normal person's life that she can justify the expense of hiring a professional makeup artist. Part of the fun of being Cinderella is having a fairy godmother to bippity-boppity-boo your face!

No matter what you decide, make sure you **feel** comfortable, confident and beautiful.

Notes:

The Perfect Wedding Touch-Up Kit

Unlike every day, you need to be extra prepared on your wedding day. While there are several cute, premade options on the market, the best kit will be customized by you.

Makeup

- ★ Waterproof under eye concealer & small blending sponge
- ★ Concealer to match your face
- ★ Setting mist
- ★ All lip products (balm, liner, lipstick, gloss)
- ★ Lash glue & extra lashes
- ★ Pressed powder & brush
- ★ Blush and/or bronzer with brush
- ★ Mirror

Body

- ★ Deodorant and/or body wipes
- ★ Feminine products
- ★ Eye cream (to prep under eyes if redoing concealer or generally freshen skin)
- ★ Mints & dental floss
- ★ Perfume

Random Items

- ★ Tissues
- ★ Band-aids and safety pins
- ★ Hair pins, bush & hair spray
- ★ Dress tape (or double-sided tape), sewing kit and stain-remover
- ★ A nice memento to make you smile and keep you calm



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NOTES:

Thank You

Again, heartfelt congratulations as you embark on both this extraordinary time and a new life. While makeup is nowhere near the top of your priorities list, feeling good should be. And looking good will help you feel good.

If you need anything from me, please reach out at Jessica@electralane.com. Please continue to follow along at www.ElectraLane.com and on Instagram [@ElectraLane](https://www.instagram.com/ElectraLane), and I hope to keep in touch!

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