

BRIDE & BEAUTIFUL

by Diana Marie Makeup Artistry



THE WEDDING BEAUTY

Guide

TIPS FOR STRESS-FREE WEDDING PLANNING



W E L C O M E

When it comes to planning your wedding, you want every detail to be as perfect and magical as you have envisioned all of your life. Whether you are planning a grand event with hundreds of people or a small intimate gathering, having advice from a wedding pro will make the whole process less stressful and more enjoyable for you.

Let me guide you on all things beauty for your wedding from how to hire a makeup artist and stylist to executing the perfect look on your wedding day. This guide will help you take the guess work out of planning your perfect bridal look. Packed full of tips and tricks I have picked up in my seventeen years in the industry.

I look forward to helping you create the look of your dreams!



Giana Marie
xoxo



WHY
EVERY
BRIDE
NEEDS A
BEAUTY
TEAM

Your wedding day is naturally one of the best days of your life. There are so many aspects that you need to focus on in order to bring it all together though, which is why this can be such a stressful period for brides too.

Hiring a beauty team can make this joyful time a little easier on your nerves. Here are a few reasons why you should consider hiring a professional makeup artist and hairstylist (or beauty team):

THEY HAVE THE KNOWLEDGE AND SKILLS

Chances are you aren't a professional makeup artist or hairstylist. Even if you are handy with makeup and hair, there are always special techniques, new products, and specialized know-how that comes with being a professional. Some brides feel that they can do their own hair and makeup because they get ready everyday on their own, but executing your own wedding hair and makeup is completely different. A professional makeup artist and hairstylist or beauty team are the best people to help you look your best on your wedding day because they not only have the skill, but the on the job experience as well. They are also great problem solvers- having a breakout, no sweat! A pro will know the best way to cover it! Your hair won't hold curl? Bet a pro can make it last. It's not just the act of application or styling, it's the know-how that comes with years and hundreds of hours of practical experience to execute the perfect look.

THE STRESS IS GETTING TO YOU

Planning a wedding is harder than it looks and if you're already losing sleep over your massive to-do list, hiring a makeup artist and hairstylist (or beauty team) can really make the entire process much more manageable and enjoyable for you. You should be excited about your big day, not stressed and tearful. Once stylists are hired, no more worrying about whether or not you'll be able to successfully execute an updo or skillfully apply false lashes. Rest easy in knowing you're going to look stunning on the big day!



YOU HAVE THE IDEAS, BUT AREN'T SURE WHAT IS BEST

If you're in the process of putting a look-book together and would like some more guidance on what to expect based on your unique preferences, a makeup artist and hairstylist can be your guide as to what to realistically expect. A professional beauty team can offer you great insights on the latest beauty trends and how to make you look absolutely stunning for your wedding day! A beauty team can help you focus your ideas into one cohesive look and help bring your vision together.

YOU'RE UNDER THE IMPRESSION YOUR BRIDAL PARTY WILL HELP YOU GET READY

Yes, your maid of honor wears many hats, but she most likely isn't a professional makeup artist or hairstylist. Your maid of honor and bridal party will be able to tell you what bridal gown they like best on you and what lipstick they like, but they won't be able to get you ready for your wedding day from start to finish. This is what a beauty team is for; a beauty team is there to make sure that your makeup and hair are done in a timely manner and that you look and feel your best.





TIPS FOR BOOKING A BEAUTY TEAM

YOU GET WHAT YOU PAY FOR

Don't just look at the price when considering a beauty team. Go with someone who gives you a good feeling in your gut. Choose a team you can see yourself speaking with many times and working closely with on your wedding day. Tic the emotional boxes, not just the financial ones. Check out their social media and watch them on stories. Do you like how they talk? Do you resonate with their message? Being able to connect with your wedding vendors is so important, especially your beauty team. You can't put a price on likability, trust, and integrity. Also, it takes lots of training and hours to produce beautiful results. It's your wedding and the bride is the cornerstone to the entire event (even though the groom is there too!), so you don't want to hire someone at an apprentice level when you want an expert.

INSIST ON A MAKEUP/HAIR TRIAL

Knowing what you look like before the big day is important! Book a bridal trial to make sure that you like how the artist works and that you like their style on you. A trial allows you to troubleshoot any makeup problems (like the makeup wears too dark on your skin or the lipstick bleeds and you need a new formula). Better to find out before the big day and make small adjustments ahead of time.

***Pro tip:** Have your trial on the day of your bridal portraits or dress fitting so you can see your hair and makeup with your dress before you say 'I Do'.

CLEARLY COMMUNICATE YOUR NEEDS

There's nothing worse from a professional standpoint than wanting to help a bride, but not having enough information to provide them with a quote. When contacting potential makeup artists/stylists/beauty teams be sure to tell them the date of the wedding, how many people in your party, what services they are requesting (for example 5 for hair and 6 for makeup), where you are getting ready and what time you need to be ready by. Having more information will help your potential vendor create a custom quote or figure out what package is right for your size bridal party.

YOUR PINTEREST BOARD IS IMPORTANT TO BEAUTY TEAMS

Your Pinterest board tells a lot about your style and what look you're trying to achieve. When booking with a beauty team consider sending them some photos of your Pinterest board for your hair and makeup inspiration. Also consider sending a photo of yourself with your everyday makeup and hair. This will also give them more information about your style and if your desires match with their package options or if they will have to charge you additional fees based on your wish list.

BE MINDFUL

Please take into consideration that makeup artists and hairstylists are industry professionals just like florists or wedding planners. Their time and talent is just as valuable. Ghosting potential vendors after asking for a quote and then getting back to them weeks later asking about services doesn't show you are excited and interested in working with them. Things happen, we have all been there, but being an open and honest communicator will take you far.

BE REALISTIC ABOUT YOUR BUDGET

I once had a bride tell me that she had no budget, so I put together a package that was appropriate for her desires (she wanted a look change, for me to be on set for the duration of her wedding for touch-ups, basically 5 star treatment which I was happy to provide). After meeting with her and providing her with a custom quote she eventually got back to me and said that it was out of her budget and realistically she only wanted to spend a quarter of the quoted price. I felt deflated, but ultimately realized that not having a budget, no matter how big or small, is highly unusual. If you are working with a small budget don't be shy about that. You can still get high quality service without spending a lot. It may not be as extravagant as you originally hoped, but you will look beautiful. You will save yourself and your potential beauty team a lot of time and headaches later on if you are honest and realistic about what you want to spend, trust me!

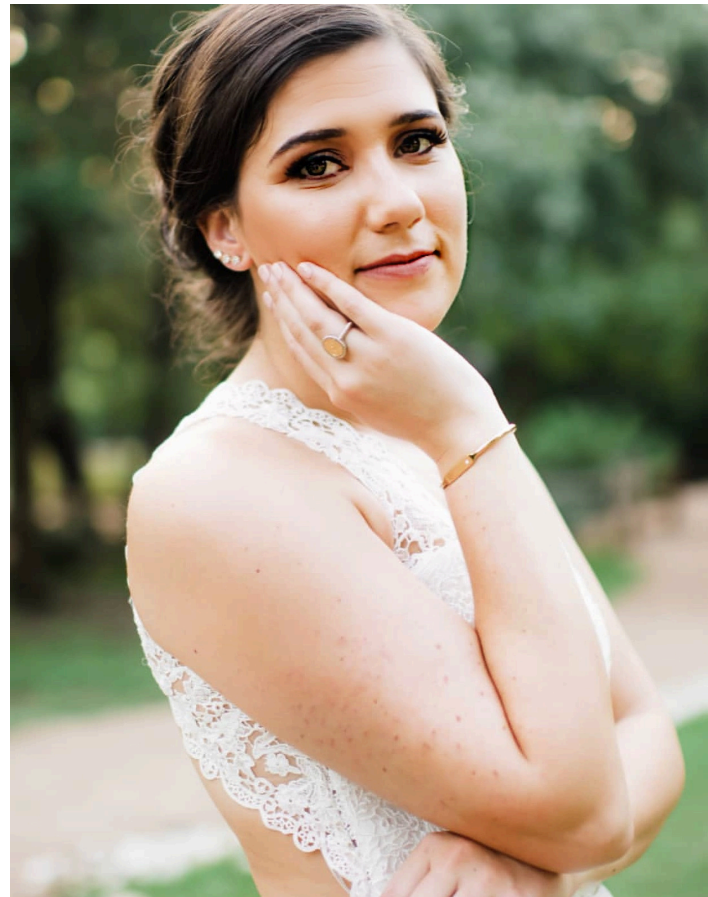
"Your Pinterest board tells a lot about your style"

EDUCATE BEFORE YOU SHOP

There's a lot of factors when determining the cost of a beauty team. A beauty team that travels to you is considered a luxury service provider and as such charge appropriately. Some of the factors to determining cost can include, but are not limited to the time of year, a Saturday date vs. weekday wedding, how on demand a stylist is, number of ladies in the wedding party, product from the beauty kit (many stylists stock their kit with professional, high-end products), travel to the location, if you have an exceptionally early call time, and if you have a large wedding party an assistant may be needed. To budget for glam expect to spend somewhere between 2-4%+ of the total cost of the wedding.

HOW DO I KNOW THEY'RE WORTH IT?

When considering whether or not a beauty team is right for you, especially in a large city or a market that has endless amounts of choices, how do you decide that a team is right for you? Here are some things to think about: do they schedule multiple calls/meetings and/or email you on a regular basis to communicate with you every step of the way? Do they provide exceptional service? Do they provide unique services/freebies/extras other teams don't? Do they have a professional website that is kept up, easy to read and navigate? Are they knowledgeable? Do they have glowing reviews? Do you think they're pleasant and easy to work with? If you answered yes to three or more of these questions, it sounds like you have a team that will really work hard to make sure that you are happy with how you look on your wedding day!



WEDDING PLANNING ADVICE TO IGNORE

There's a lot of advice out there for new brides-to-be and it can be difficult to decide what advice to take and what to ignore.

If you're feeling overwhelmed with all of the advice you've been reading and receiving, here are a few wedding planning myths that you can toss aside.

TOSS: A TALENTED FRIEND IS EXACTLY THE SAME AS A PROFESSIONAL

This is especially relevant when it comes to choosing a glam squad. Just because you have a friend who does their own hair/makeup nicely, doesn't mean they're prepared or skilled to do your hair/makeup for your wedding.

I am not criticizing the talent of your friend, but the comparison isn't always a simple 1:1. The know how of a beauty pro who specializes in bridal should not be ignored and your friend's skill should not be considered the same no matter how skilled they are at their own makeup/hair. Likely a pro has had hundreds of hours of training, will have a full set of clean brushes and a fully stocked kit, and will have seen hundreds of different skin tones, face shapes, hair lengths and textures, the list continues.



TOSS: LETTING YOUR BRIDESMAIDS JUST PICK THEIR LOOK

I know you trust your bridal party, but setting parameters for hair and makeup is really helpful. When people get to sit in a makeup chair they can sometimes forget this is for a wedding and want something outrageous like they were going to the club. Furthermore, some forget that this is not their wedding and can be very demanding. In all my years I can say with certainty, there will be one more demanding person in the crowd and it may not be who you expect. Setting color parameters for makeup (like no red lipstick) and basic hair guidelines (like up-do only for bridal party) helps everyone stay on the same page.

TOSS: A BRIDAL TRIAL IS A WASTE OF TIME

Leaving your wedding day look up to chance is a huge risk. It is the day when you will arguably be photographed more than any other time in your life. You owe it to yourself to look your absolute best. Plan ahead and get a bridal trial for your hair and makeup to make sure it's really what you want and that you love it. Odds are that you will also be experiencing a fair amount of decision fatigue by the time the wedding comes and making minute by minute decisions about your hair and makeup doesn't sound relaxing to me! Having everything planned out ahead of time allows you to enjoy the morning with your family and friends at your own pace with full confidence that you're going to look amazing come ceremony time.





WHAT IS THE BIG DEAL ABOUT AIRBRUSH?

There's a lot of controversy about the advantages of airbrush makeup. I know that there are several weddings I have not booked in the past because I did not offer airbrush makeup services. When I really start diving in and getting curious about the 'why' I notice it's a lot of fluff.

WHAT BRIDES SEE VS REALITY

When the topic of airbrush makeup comes up I often already have follow up questions for the bride and do that obnoxious thing we were all taught not to do, answer a question with another question. I always ask why they like airbrush makeup. Ironically, they're really unable to say anything more other than "it looks flawless in the photos". If what you're seeing in pictures across social media and portfolios of professionals is flawless looking makeup, odds are professional photos are retouched or 'airbrushed'. However, airbrush makeup isn't the only thing that can provide a flawless look in photos.

The reality is that every artist has their own preference when it comes to using airbrush machines or not. Personally, I have not have much luck with them with overall finish and how well the product applies. I have found personally that I have to put in a lot of extra skin prep for a full coverage makeup look, have a difficult time getting it to stick to the skin and switching colors between clients. Other artists swear by them saying just the opposite.



Personally, seeking out airbrush makeup services because it looks 'flawless in photos' wouldn't convince me that it is something that was a necessity on my wedding. Instead, I advocate finding an artist whose overall body of work you like and allowing them to use whatever medium they prefer to get the result that you're looking for.

Often airbrush makeup services cost more than traditional makeup despite there being "less" product used because it is a one stop shop. I am not questioning why this is done; a lot of time, effort, energy, skill and expertise goes into airbrush operation and ownership. What I am saying is that I just don't know that it's worth it. With the advancement of makeup products and application techniques would anyone even know that it's airbrushed?

FINAL THOUGHTS

Choose the artist, not the medium. I wouldn't get hung up on the fact that an artist whose work you presumably like isn't offering airbrush or only offers it. Have them explain what they use and why they use it. If you hear what aligns with your desires for how you'd like your makeup to turn out, continue to ask about their services. Don't limit yourself and keep an open mind until you have all the facts.

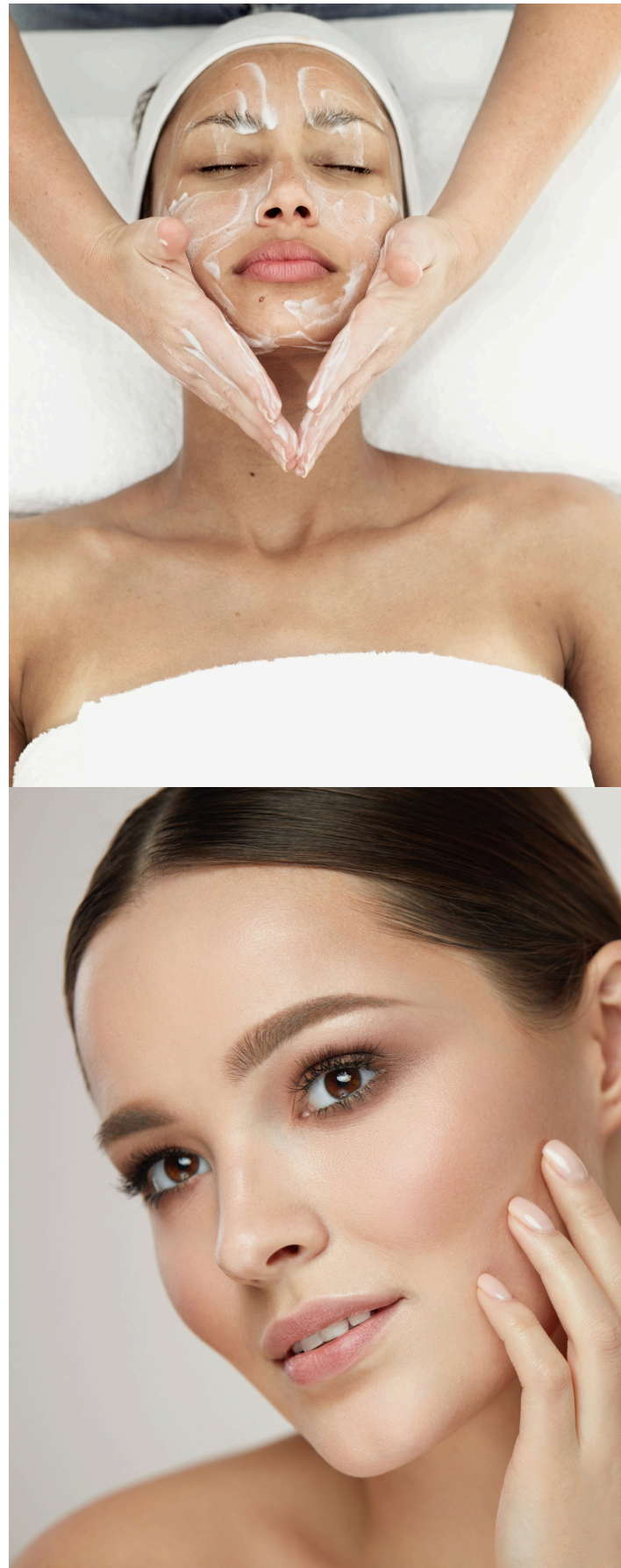
BEAUTY TREATMENT TIMELINES

There's a lot of beauty treatments out there that brides are always itching to get to look and feel their best before the big day. It can be tempting to get them all at once the week of your wedding.

If you're feeling overwhelmed with what treatments are right for you and when you should get them, here are some helpful suggestions.

FACIALS: START AT LEAST 3 MO BEFORE

Having flawless skin on your wedding day is high on the list of desires for most brides. However, if you are currently not in the habit of getting facials starting the week of your wedding is not recommended. When you get facials your skin will do something called "purging" where impurities come out from under the skin and can cause, yes you guess it, breakouts!



WHEN SHOULD YOU GET A FACIAL?

Plan far enough in advance that you can start on a facial routine before any major wedding events, like the bachelorette party or shower, at least 3 months in advance. Your last treatment should be no later than the week before the wedding.

WAXING: 1-2 Weeks Before

No matter how many times you have gotten a wax, facial or otherwise, there is always a possibility the wax can be too hot and burn you causing the skin to blister. Waxing your face too close to your wedding day can also make it difficult for foundation to stick to the skin because the skin is too smooth. Consider getting a wax the week before your wedding.

EYELASH EXTENSIONS AND EYELASH LIFTS: 1-2 Weeks Before

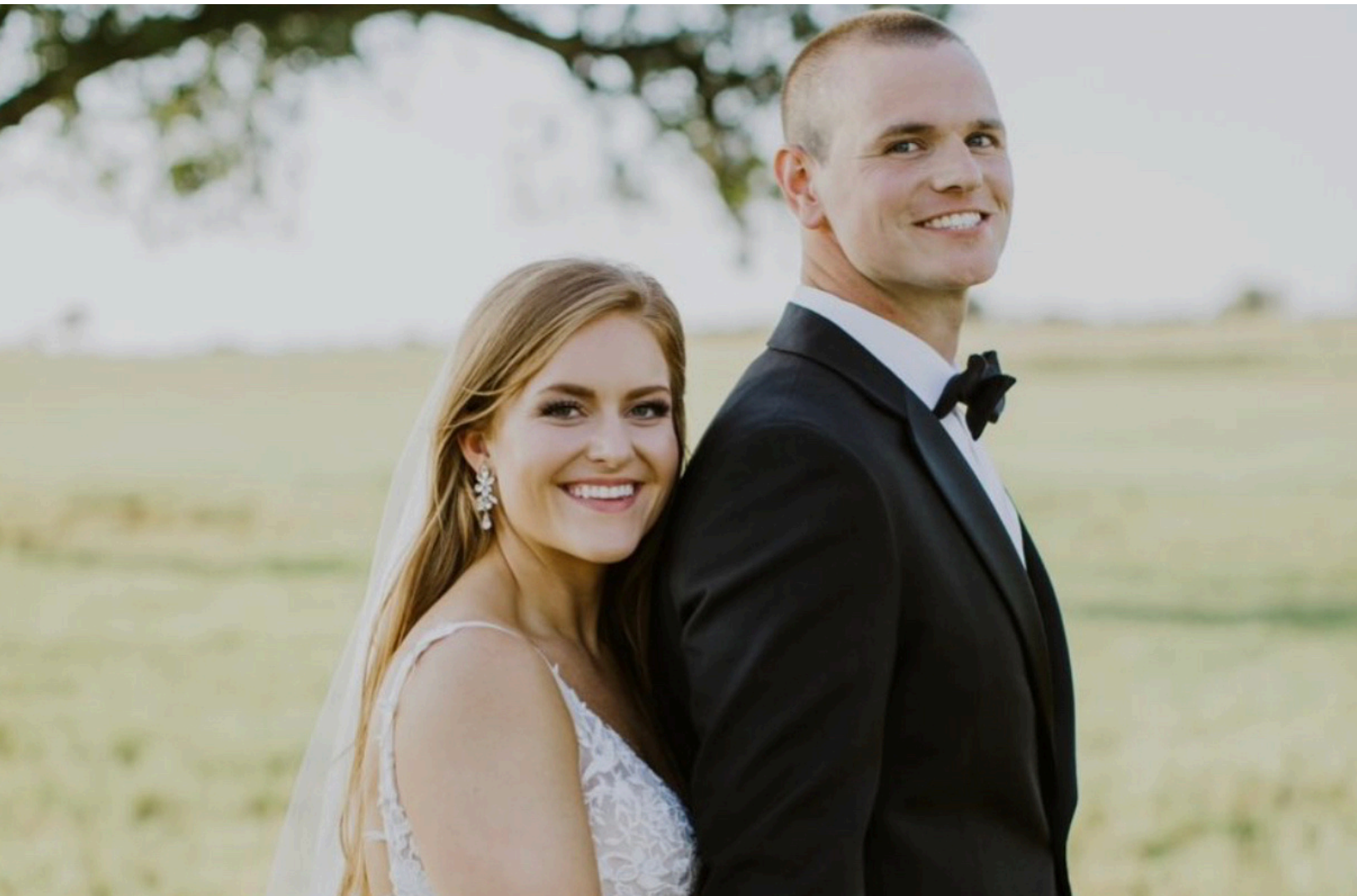
Eyelash extensions and an eyelash lift are a personal preference and can add drama to any look. Depending on when you go get your lashes filled, you can experience fallout and sparse areas in the lashes which can change the overall look on the wedding day. Lash extensions and lash lifts can also be makeup sensitive, so if there is any makeup fallout on your lashes you may not be able to cover it up with mascara. Schedule this at least two weeks before the wedding

TANNING: Start 1 Month Before

Tanning is also a favorite of many brides because it provides them with a healthy glow no matter the time of year and doesn't make brides look so washed out in their gown. Home tanning kits are a great way to save money, but be careful! Make sure that you exfoliate your skin well before tanning and add moisturizer to areas where you don't want tanner to stick to, like the palms of your hands, underside of your wrist, knuckles, feet and ankles, bottom of the feet, elbows, and knees. Many home tanning enthusiasts choose to not tan their face. Professional spray tans are great because they are customizable and the tech makes sure that you have an even tan all over your body. Tan a few times before the

wedding to make sure that you like the color and that your skin reacts well to the tanner. Begin the tanning process at least a month before the wedding so you can get a few tans in before the big day.





MAKE YOUR WEDDING DAY STRESS FREE

HIRE A DAY OF COORDINATOR

Hiring a day-of coordinator to be the go-to person to organize all of the small details on the wedding day is so helpful. It makes it so much easier for you so you can relax and get ready with your bridal party. If there is a hiccup with a vendor and you don't have a day-of coordinator it can take you away from your bridal party and possibly cause unnecessary stress. If a day-of coordinator is not an option, elect a trusted friend or family member to be the contact person to handle any vendor related questions or problems on the wedding day.

FILL OUT ANY THANK YOU CARDS/WRITE ANY LETTERS BEFORE THE WEDDING DAY

Writing thank you cards can be an emotional experience for some brides. You might be so emotional the day of your wedding that the tears start flowing. Tears are great, but if you're like me, you have a hard time reigning that in when you get going and your face gets flushed, eyes get puffy and that makes putting makeup on impossible. Avoid if at all possible opening any overly sentimental gifts while you're getting ready for the same reason. Grooms card and any other sentimental cards should be written ahead of time

HAVE A GLAM SCHEDULE

A schedule of when each bridesmaid will be getting their makeup and hair done helps everyone stay organized. It helps keep people in the bridal suite and not eating or helping to set up. Your makeup artist/stylist and/or wedding coordinator/planner should create these for you. If you don't have one of those and are doing it yourself, a schedule for the hair and makeup only will be really helpful to communicate expectations to your bridal party so everyone knows where they need to be.



FOOD BRINGS EVERYONE TOGETHER

Make sure that you have plenty of food and water in the bridal suite. Don't leave this to chance and have someone decide to go get something later. You may want small snacks and a big lunch brought in because most brides don't eat. Snacking a little bit during the day and drinking water and eating a good lunch will help calm the nerves and maybe take away that nauseous feeling a little bit. The most feedback that I get is that sometimes the bride and groom don't get to enjoy their own meal at the wedding because people are coming up to them during dinner. Take care of yourself! Not eating and drinking can cause all kinds of problems later on.

A woman with long dark hair, wearing a white lace wedding dress and a floral crown, is sitting on a wooden chair with a white cushion. She is outdoors, surrounded by lush green trees and foliage. Her hands are clasped near her chin, and she is looking directly at the camera. The dress has a full skirt with lace detailing. The background is a dense forest with sunlight filtering through the leaves.

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