

THE
Bridal Beauty Prep Guide





MAKEUP BY

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Pop the bubbly - you're getting married!

I'm so excited to enhance your natural beauty on your wedding day. With more than ten years of wedding makeup experience under my belt and having worked with hundreds of brides, I curated this bridal beauty prep guide to help you prepare for your very special day, specific to ensuring you look and feel your best - packed with helpful advice and recommendations.

So without further ado, consider this your curated guide to all things bridal beauty.

xo, Caitlyn



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Planning Your Makeup Look





I N S P I R A T I O N

If you already booked me for your wedding makeup, yay! That means you are likely drawn to my makeup style, which is considered “soft glam.” Most of the makeup looks I create are on the more natural side versus the heavier side, but still chic, luxe, beautiful, and bridal.

When it comes to finding your makeup look inspiration, I highly recommend you check out the portfolio of looks I have here on my website as well as on my Instagram page. Why? These looks show you what I’m capable of creating because I’ve already created them.

While Pinterest images and photos of icons such as Kim K. are fine, they are...tricky. I can mimic certain techniques that may have been used to create an eye look or a chiseled cheekbone, however, makeup on models and celebrities tend to look different on “normal people” like you and me. Sometimes what might attract you to a makeup look isn’t the makeup at all, but is actually the very stunning celebrity herself. Also, spoiler alert: those photos are heavily edited 99.9% of the time.

I recommend finding one or two photos from my portfolio, ideally of clients with similar features as you and use those as your inspiration - along with your overall wedding vibe (romantic, sexy, classic, etc.).

Q U I C K T I P S

1. Think about how you do your own makeup.
Do you wear a little or a lot?
2. When you've had your makeup done professionally in the past, think about what you've liked and disliked about it.
3. Show me photos of yourself where you have loved your makeup and also where you have not been obsessed with it.



Prepping
for
Your
Trial

BRIDAL MAKEUP TRIAL

When it comes to booking your makeup trial, I recommend we do it between 1 - 3 months pre-wedding day. It can absolutely be done any time, whether that is further in advance or closer to the date - I just think that timeframe is the sweet spot.

Once your makeup trial is booked:

1. Wear a white outfit to put you in a bridal mood
2. Style your hair so you feel more put together
3. Arrive to your trial with a clean face and without any guests. I've had past brides show up with moms, friends, and even fiancés, but this time is best for just you and I.
4. Have a few inspiration photos ready
5. Have realistic expectations. For example, if you want a super bronzy makeup look but have very pale skin, that won't quite work. But if you get a spray tan, it definitely can!





Beauty Appointments

BEAUTY APPOINTMENTS TO CONSIDER

1. Skincare
2. Spray Tanning
3. Brows & Waxing
4. Teeth Whitening



S K I N C A R E

One of the biggest factors of makeup looking its best is skincare. It goes without saying that getting into a solid skincare routine that works well for you is a beneficial part of bridal beauty prep.

Figure out what works for you and your skin ideally 12 months pre-wedding, but at a minimum 6 months out to give your skin time to adjust.

- Get on a regular facial/skin treatment routine depending on your budget (ex: every 6 weeks or 8 weeks). If you live in the Charlotte area, Lauren Berry at Skin Pharm is amazing. The Gold Infusion treatment is perfect for glowy skin pre-wedding day!
- Get masking (which is easy and affordable to do at home). There are tons of different masks for different purposes such as brightening, pore tightening, exfoliating, and more.
- Up your water intake (easier said than done, but makes a huge difference)

S P R A Y T A N N I N G

First and foremost, I strongly recommend you try to avoid tan lines leading up to the wedding. This includes bathing suits, tank tops, sports bras, and workout watches.

Second, if you're a spray tan girlie, the best time to have this service done is two days pre-wedding. For example, if your wedding falls on a Saturday, get a spray tan on Thursday.

I think spray tans look amazing when you get it done by someone talented, like my favorite local spray tan artist, Golden Hour Spray Tans (tell Megan I sent you)!





B R O W S & W A X I N G

Highly recommend getting a brow wax well in advance of your wedding day to make sure you love your brow artist and the shape they give you, then book an appointment closer to your wedding date - but not too close.

If you wax anything on your face (brows, face, upper lips) a couple days before the wedding, makeup will not grip to it. I would do any sort of waxing one to two weeks before the wedding. You might also want to try a brow lamination if you like fluffy brows.

My favorite brow artist in Charlotte is Julie Metzger (she's also a friend of mine - tell her I referred you)!

TEETH WHITENING

If you're a coffee or red wine lover, you might want to consider a whitening product from your dentist or whitening strips from the drugstore.

Jasmine of Brighter Smiles of Davidson is an excellent mobile teeth whitening service provider - she comes right to you (mention I sent you)!



Prepping for The Big Day



THE TIMELINE

Prior to the wedding day, I will work with you to create a wedding makeup timeline. Determine your photography timeline with your photographer first, then once you figure out those details, let me know and I will base the makeup timeline off that.

Each time slot is calculated based on the time you need to be ready by. This is not the time the ceremony begins or the time you need to meet your soon-to-be-spouse for a first look, but the time you and your party need to be done with makeup by, in order for you to get into your gown, take photos, etc.

It is crucial that everyone is where they need to be (ex: the hotel suite, your house, or the venue) and ready to start on time.





THE ORDER

A popular question I get asked is, "when should the bride get her makeup done?" I always recommend second to last! This way you are toward the end of the getting ready timeline but still have some time to breathe and not feel rushed as your other vendors start to show up.

When it comes to timing of each makeup service, I typically spend 40 - 45 minutes per attendant and 60 - 75 minutes for the bride (depending on the number of attendants and time to be ready by).

Don't worry about any of this, though. That's why you hire professionals, like me, to keep the wheels on the track moving and grooving while you get to sip on a glass of champagne!

STEAM AHEAD

When it comes to bridesmaid dresses specifically, I see so many bridal parties squatting low and steaming their gowns after makeup and hair has been completed. This is a big no no as the steam can frizz your hair and mess with your makeup. Try to steam dresses ahead of time, such as the day or night before.





TOUCH UPS

Once I am finished with the last makeup service, I will do courtesy touch ups on anyone who needs it (such as powdering any shiny spots and reapplying lip products). If you would like me to stick around for longer, be there throughout your photos/ceremony, or change your makeup look for your reception, an hourly rate is charged.

If you love the lipstick I use during your bridal trial, I recommend you purchase it so that you can touch up throughout the day. Same goes for your bridal party - be sure to let them know to pack some sort of lip product to touch up with. Lips are typically the only thing that requires touch ups due to eating, drinking, and being merry - but if you have oily skin, you might want to carry along a packet of blotting sheets as well.



Checklists

THE MONTH OF

- Final hair appointment (cut/color)
- Final brow and facial appointments
- Check in with your vendors
- Finalize, confirm and share timelines
- Purchase your wedding day undergarments, fragrance, and lipstick





THE DAY BEFORE

- Give vendors your getting ready location
- Ensure all vendors have been paid
- Lay out details for your photographer (ex: invitation suite, jewelry, perfume, shoes, etc.)
- Remind each attendant to be on time for their appointments and to arrive with a clean face, clean hair, and inspiration photos
- Make sure everything is steamed
- Prep your purse with items you want to have with you on your wedding day (check out "The Day of Kit" below)

THE MORNING OF

- Ice roll your face to reduce puffiness, apply a sheet mask, and do your skincare routine
- Remove all Apple Watches, hair ties, and bracelets from wrists
- Eat a proper breakfast
- Put on your best playlist
- And savor every freaking moment!





YOUR DAY OF KIT

- Blotting papers (if you get oily)
- Powder puff
- Your lip product
- Q-tips or tissues
- A straw (to keep your lipstick lasting longer)
- Your room key (if applicable)
- Mints (instead of gum)

A N D N O W ?

Time to enjoy your wedding day!

All of your hard work and planning is complete, now is the time to be present, put your phone down, be pampered, and soak in every moment. I cannot wait to be a small part of your wedding day. Cheers!

H A V E N ' T B O O K E D Y O U R M A K E U P A R T I S T Y E T ?

Don't wait until it's too late - let's chat!

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M A K E U P B Y

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