

5 Bridal Beauty Insider Secrets

Save Time, Money & Stress



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Life is full of big, confusing questions, one of those being: How on earth do you pick a beauty team for what is arguably the biggest day of your life? After all, you'll have the photos and memories forever, and you want to be able to look back and not see smudged eye makeup, a shiny forehead, crazy hair or any of the many other beauty blunders that could happen on your wedding day!

After helping hundreds of brides navigate the beauty industry for their big day, we've seen and heard all of the pitfalls that can happen along the way. Your beauty experience should be stress-free, simple and uplifting, but how do you create that when you've never done it before?!

It takes a wedding professional, someone who has worked with hundreds of couples, to really identify the common pitfalls that can occur on your wedding day. These mistakes can lead to stressful situations, awkward moments and hurt feelings. Here are 5 insider secrets that we've used to help hundreds of brides navigate the beauty bridal scene. Following them will ensure that your wedding day and beauty experience is full of love, happiness and lots of joy!

1. Should You Hire Beauty Professionals?

First things first, do you even need beauty professionals for your wedding? The short answer: no. Like anything from a florist to photographer, it's up to you. There are reasons to hire a professional hair stylist and makeup artist and there are reasons you may want to DIY. Ultimately, your wedding should reflect you! If you are super simple and don't wear a lot of makeup, your wedding look should reflect that. If you love full glamour and all the drama, it should reflect that too. Most brides are excited to get professionally done up on their big day, but if you're unsure that you want to hire a professional this guide should help you make that decision.

2. Is Do It Yourself Beauty Right for You?

If you're thinking about DIY, reflect on your personal style and how comfortable you are doing your own hair or makeup. Do you want your standard every day makeup look or something more? Are you confident and comfortable enough doing it yourself in what can be a stressful environment? How long does it take you? Will you have that time to commit morning of?

Another option is to choose to have a nonprofessional friend or family member help you out. Either way, if you decide to go the DIY route, make sure you practice, practice, practice leading up to the big day and pay attention to the amount of time it takes you to complete the look. Add in additional time for nerves and distractions and take lots of pictures of your practice runs to ensure that the makeup pops on camera.

3. Set a Beauty Budget

How much are you willing to spend on your hair and makeup? We've seen ranges from \$65-\$300+ per hairstyle or makeup application, with an average high quality service for a bride between \$150-\$200 per service and bridal party services averaging between \$90-\$125.

Knowing that range should help you better understand where your prospective beauty teams fall and give you a sense of the type of experience you'll receive from them. For celebrity artists or beauty teams that offer a more luxurious experience, you can expect to pay above average. If you find ultra cheap pricing, it may be too good to be true, so be sure to ask about fees or add-on services.

More goes into providing high quality bridal hair and makeup than you may think; all of the coordinating, customer service, scheduling, contracts, billing, and communication takes a good deal of time. When compensation does not take these things into account, chances are there isn't a person being compensated to manage them, and that means more of it will land on you.

Again, based on what's important to you, set your budget accordingly. Is a fun, luxury experience for you and your bridal party a priority? If so, you may want to adjust up. Do you just want the basic application covered and don't really care about the experience? An average budget may work for you. Take some time to think about it and create a range, knowing that it's normal to have additional costs after you experience a run through of your look at your bridal preview. For example, you may want to add extensions, need to upgrade your skincare routine or opt for a hair accessory.

4. How to Save Money

Worried about the cost of hiring a beauty professional? Now that we've gone through many of the costs associated with your hair and makeup, you may be feeling slightly overwhelmed. If money is the only factor holding you back from booking a pro, consider getting salon services. You should be able to find a local salon to book a generic up-do style or blow out and have your makeup done without booking as a bride, which is more expensive.

The downside of this plan is that bridal hair and makeup is much more involved than a salon styling. If you work with a high quality bridal beauty team, you'll get lots of personal attention and planning, from designing the style to day of preferences. Your hair and makeup will also be picture perfect throughout a full day of photos and dancing, which takes extra time, expertise and experience to pull off. More time is often dedicated to a bride so that tweaks and styling changes can be made without rushing to get to the next appointment. That peace of mind may be worth the extra dollars.

5. How to Find the *Right* Beauty Professionals

Finding a beauty professional that matches your style and personality might be harder than you think. You should absolutely have a beauty team that excites you and that you vibe with! The number one concern we hear from brides is the fear of not looking like yourself, so finding an artist that understands you and your vision is key! Save time by deciding your personal preferences *before* you start your search (trust us on this to avoid overwhelm!) by using the guide below.

What's most important to you?

- **Status**

Do you want top of the line services or just someone you can trust to do a good job? Do you get excited by the idea of a celebrity or well-known artist? In the day of Instagram fame a local celebrity artist is easier to find than you think. This is your day so dream big if beauty is important to you!

- **Personality & Warmth**

Regardless of status, you'll want a pro or team of pros that you feel comfortable with. What type of personality do you enjoy working with? All business? Warm and uplifting? Sense of humor? Everyone's a little different and it's important to think about this before you start communicating with your potential beauty team so that you can screen interactions through that lens.

- **Salon or On-location?**

It used to be that you'd have to book an appointment and drag your whole bridal party in to hang at a salon in order to have your hair and makeup done. If you have a salon stylist you love, this may still be your ideal preference. However, trends show that most brides are now choosing to book an artist to come to their location to complete their bridal look. There's even the option of keeping a stylist on site throughout the entire reception for touch ups or a new look. Something to consider when booking an on-site beauty team is that you'll generally pay travel and parking fees. A great tip is to book one company for hair and makeup to avoid paying multiple travel fees.

When you envision the morning of your wedding, do you picture yourself in a salon or hanging in your hotel suite? Does your venue have a bridal suite you're excited to take pictures in? Make a decision before you start your search so that you can filter specifically for that option.

Bonus: 3 Important Things to Look for During Your Beauty Team Search!

1. Portfolio Review: This is an obvious one, but you want to vibe with the style of makeup you're seeing in the portfolio and throughout the website, but we also wanted to highlight a few things that you may not know about these photos. As you peruse a portfolio, you should notice many of the photos will be edited and may even be photo shopped. Since wedding photos are edited, this makes sense, but when it comes to your wedding day beauty, you'll also be in front of everyone you know, so you'll want to look great in person too.

You should know that editorial makeup (for photo shoots/magazines/etc) is a lot heavier and more intense than you'd want for your wedding day (which is also why wedding day beauty is a whole separate niche). You can think of wedding makeup as a blend of the two, not quite as heavy as editorial makeup, but quality enough that it lasts all day and pops in photos. For this reason, don't expect every photo you see to look like the front page of Brides magazine as we know those are photo-shopped!

Look for a portfolio or request photos from an artist that show some photos that aren't professionally edited or photo shopped so that you can get a sense of their quality. Look for red flags like makeup that looks cakey or over done. Personally, we to include a mix of photos in our portfolio, including some before and afters, so don't be afraid to ask! We believe it's best to show and celebrate actual transformations versus a photo-shopped new creation! After all, you want to look like yourself on your wedding day right?

2. Client Reviews: This is a great way to get to know what type of artist you'll be working with. What do the reviews highlight? Look for hints about the professionalism and vibe of the overall experience. Do reviews mention friendliness or ease or working together? Does it only highlight the actual work? Again go back to your answers about what's important for you and find reviews that highlight those things!

3. Initial Contact: How easy is it to contact them? Initial response time can say a lot about a professional. Was it hard to find their contact information (namely a phone number) and get in touch? Could you text them? Remember, you're going to have to keep communicating throughout your beauty preview, billing and wedding changes as you coordinate your big day— so this should feel easy!

Did you feel comfortable in your initial conversation? Did they ask about YOU and your vision or was it all about them? Did you feel connected and get good vibes? Go with your gut during the search—this initial time is when you'll want to look for any red flags that they aren't a good fit for you and if you're working with a true professional, they may let you know that you aren't a good fit for them. Just like brides, as wedding professionals, we're also looking for the right match because we're in the business of creating exceptional experiences, not just providing services, and that requires compatibility.

Trustworthy Websites to find Beauty Professionals: Here's a list of sites to help you start off your search.

- **The Knot:** <https://www.theknot.com/>
- **Thumbtack:** <https://www.thumbtack.com/>
- **Wedding Wire:** <https://www.weddingwire.com>
- **Yelp:** <https://www.yelp.com>
- When in doubt—[Google!](#)

You have a lot to think about when it comes to bridal beauty, but I hope this guide was a helpful start! Remember, this day is about YOU and your fiancé! You should only be worried about being happy and enjoying yourself, so create a beauty plan that will allow you to do so! If I can help make that happen in any way, please let me know!

I absolutely love doing bridal hair and makeup—in fact working with brides inspired me so much that I left a career working with celebrities to work with brides like you! Give me a call or quick text, I would love to get to know you and see if I'm a good fit for your wedding!



Shine bright!!

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