

# Welcome!

Thank you for booking Julia Stronach Makeup for your wedding day. It is an honour to be part of your special day & we can't wait to work with you to create your wedding look.

As a booked bride, you now have an exclusive VIP discount on our entire product range, Jewel Cosmetics, where you can treat yourself to Makeup Brushes, Makeup Brush Cleaner, Facial Cleansing Pads, Strip Lashes, Beauty Sponges & more. You can use the code as often as you like, and you may extend it to your bridal party members too!

**Simply enter code JVIP25 at checkout to redeem**

We are often asked by our clients for advice on skincare & how to prepare in the lead up to the Wedding day, so we have created some top tips for you to consider. Every person is different, but in our experience, these have definitely contributed towards looking and feeling your best on the day.

*Julia*  
STRONACH  
MAKE UP

# Skincare

Like with everything, consistency is key, so getting into a good skincare routine can make a huge difference in how your makeup looks. For best results, Medical Grade Skincare such as ZO Obagi will usually give you visible results and improved skin texture in around 6 weeks. Its expensive, but it does work. We would also recommend the Obagi 'Red Carpet' facial for brides, which smooths the skin beautifully.

Skincare is important, but its wasted if you don't remove your makeup before bed. Makeup doesn't cause spots, but if its left for long periods of time then pores will become clogged. We recommend investing in Jewel Cosmetics Reusable Facial Cleansing Pads, which not only give a deep cleanse to remove makeup, but can be used with skincare products too.

Skincare is also wasted if your makeup brushes / sponges never get cleaned. When liquid product is left on brushes, it becomes optimal breeding ground for bacteria to multiply. You then apply that back to your clean face & it can cause spots. Our Jewel Cosmetics Makeup Brush Cleaner is super fast, effective and easy to use. It deep cleans your brushes & removes all products in seconds. This is such an underestimated step in the skincare process!

# Tanning

SPF is also extremely important, especially with summer bridal parties. Sunburn repels makeup, making it difficult to adhere to the skin, plus colour matching red skin is particularly tricky. Even pink based foundations can look yellow. Please also take care when out in the sun not to end up with strap marks on back & shoulders.

If you are fairer skinned but want some colour, we recommend having a spray tan for you & your party, as it usually looks more golden & glowy. Spray tans get bad press, due to being associated with looking 'orange' in the past, but tanning formulas have come a long way since then, and often look really natural.

Many brides want glowing skin, and bronzed styles of makeup, but this is usually only achievable with tanned skin. When fair skin is 'bronzed' with makeup, it often doesn't look right. Why not book in for a spray tan with an expert so you can see how it would look in advance?

# Teeth

Often brides opt for teeth whitening, to give them a nice fresh smile in their wedding photos. If you want to give it a try, talk to your dentist & see if it's an option for you. For any concerns relating to imperfections such as chips / uneven lengths there is also the option of composite bonding which is affordable, and I believe non-damaging

# Dermaplaning

We naturally have hair all over our body, and that includes our faces.

In females, hair can often be light, fine, short, and not particularly visible day to day. However, this fine hair can tend to be an issue when wearing makeup, particularly if its thicker around the sides of the face & upper lip. This can cause makeup to 'cling' and look patchy, which isn't ideal with HD photography & video.

Fine facial hair, or 'peachfuzz' as it's known, can generally dull down the skin in photos, therefore we recommend booking a dermaplaning session for optimal base makeup. You won't have to keep it up afterwards, or have to keep doing it if you don't wish to.

# Lashes

If you plan on having individual lash extensions for your wedding day, it's advisable to opt for a more gentle style that will lift and open the eyes. You would also want to have these done as close to the wedding as possible, so that there are no gaps, or lashes pointing in different directions.

Sometimes brides prefer to have strip lashes on the actual wedding day, then have individuals applied after for the honeymoon to get the best of both worlds.

LVL (lash perming) can be a fantastic option for those with long / straight lashes, but if curled too tight against the lid, it can hinder eye makeup & can make eyeliner, eyeshadow & strip lashes impossible.

# Brows

For best results, we recommend having your brows done. Hair growth on the browbone will mean eye makeup & eye shadow might not be smooth. A simple tint & wax can be super effective, and brow lamination can make a big difference too.

# Hydration & Sleep

It sounds obvious, but being properly hydrated does have an impact on your skin. Dehydrated skin can be tricky to work with, so make sure you are in the habit of drinking at least 2 litres of water daily. To minimise dark circles, be sure to cut back on late nights & get all the sleep you need.

Something important to remember is that pores, fine lines, and texture are all NORMAL characteristics of REAL SKIN. You can look amazing no matter your size, age, colourings or imperfections. Beauty has no limitations or expiry date. Your look isn't the be all and end all, but if you feel confident, it will radiate from within. Don't focus on being perfect, just focus on being the best YOU, its what you'll do best!

# Bridal Preview Appointments Information

These take place Weds - Friday between 10am & 2pm, and typically last around 1-1.5hrs. Saturday appointments are in most cases unsuitable for preview appointments due to the noise in the studio & busy atmosphere. Its important they are done within these hours for natural lighting.

Bridal Previews are usually only for the bride, and not typically offered to other members of the bridal party, however if they are required, please ask as there may be some availability within the stated times above.

We prefer brides to come for their preview appointments alone due to the space available, if this isn't possible you must let us know in advance so we can accommodate a maximum of 1 chaperone, but be advised if the studio is busy, they will likely have to remain in the waiting area. Please do not bring children or babies to your appointment.

We recommend bringing inspiration pictures of makeup that you like, and its recommended you use 'real photos' from our Instagram or Facebook accounts instead of Pinterest, which can often be unrealistic or unachievable if the image is heavily photoshopped. We recommend looking for inspiration where the person in the photo is the same skin tone, age range, and with similar features. For example, if you are fair skinned & wont be tanning, please don't bring photos of tanned brides as this won't be achievable. If you are planning on being tanned on the day, its imperative that you attend your trial with a tan for accurate results.

Base coverage should be considered in advance, if you want to look flawless, but have freckles, discolouration, or acne that you wish to be covered, this wont be possible with a tinted moisturiser and you will need a fuller coverage. This may not feel comfortable or something you are used to, but to achieve these photo perfect looks, will be something that you'll need to be prepared for. Its worth mentioning that many photos of make up may 'appear' natural, but are actually quite heavy in person.

### Important things to remember regarding your bridal booking

- Bridal previews should be booked around 6 months prior to the date, to take place anytime from then on. 1-6 months as a guide. Its not recommended to have trials a year in advance for example, as styles change.
- You only have to confirm minimum numbers when final balance is due 7 days prior, this is so I can give you an approximate arrival time. Minimum charge is 4 persons, and I can do up to 8 or 9 depending on ceremony time.
- If you have a large bridal party, consider a separate room for hair and makeup to avoid overcrowding / create more space.
- If you need to contact us urgently, please WhatsApp Julia on +447784621280. Please note these are our personal mobiles & replies may not be instant if out of hours.

Thanks so much for your understanding in advance, and we look forward to working with you very soon!