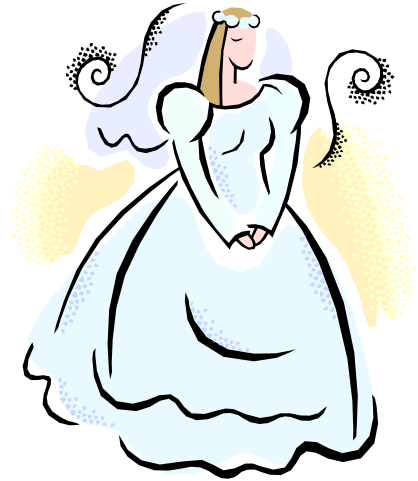


BRIDAL MAKEUP TIPS, by Robert Jones

On her wedding day, a brides makeup should not be trendy...it should bring out her best features.

Experiment and do dry runs well before the wedding day...take Polaroid picture to check results.



Morning

- Morning light will show everything.
- More natural look...go light on powder.
- No bold eyes or lips.
- Warmer shades will photograph better.
- Less eye shadow...define lash line more with multiple coats of mascara or false eyelashes.
- Use softer lip color.

Midday (Noon-3pm)

- Lighting is harshest and casts shadows.
- No sheen or dewiness...matte finish.
- Foundation should not be heavy.
- No frost shadows...shimmer is okay.
- Mid-tone and accent shadows should be matte...don't use 3 shimmers.
- Eyeliner should be very close to lash line.
- False lashers are great...or layer mascara.

Late Afternoon

- Lighting is most beautiful..."Jesus light".
- Perfect time if bride has less than perfect skin.
- She can have more drama.
- Bronzing glow (sunless tan or bronzing beads) so flash doesn't wash her out.
- Shimmer shadows, not frost...keep mid-tone matte.
- Define lash line or use false lashes...can line heavily.
- She can wear richer lip color.

Evening

- Can wear the most makeup at this time...drama queen!
- Best time for someone who has awful skin.
- All photos with flash...will wash out.
- Bronze and sculpt face.
- Recommend sunless tan.
- Shimmer shadows...no frost...at least one matte shadow.
- Definitely false lashes...or define lash line.
- Smoky eye is okay...not appropriate any other time.

Sunless Tan

- Start at least a week prior.
- Exfoliate face and body, especially knees, elbows, etc.
- On body, use buffing cream, natural bristle brush, or Time Wise 3 in 1 Cleansing Bar.
- Moisturize with face moisturizer and body lotion for a more even application.
- Wear gloves to apply product.

Body...use 2 parts sunless tan lotion and 1 part body lotion...use extra lotion on rough, dry areas.

Face...use 1 part sunless tan lotion and 1 part moisturizer...if really pale, use 1 part sunless tan lotion and 2 parts moisturizer.

Apply every other day up until you're happy with color achieved...then apply every third day.

Making foundation last 6-12 hours:

- Apply moisturizer...let it dry...blot with tissue or blotter.
- Concealer
- Foundation
- Blot again
- Apply loose powder to set...can do dual-coverage powder.
- Blot and touch up throughout evening.

Making eye makeup last:

- Shouldn't dominate the look...should accentuate...blue's and green's don't photograph well.
- Apply eye primer.
- Concealer
- Loose powder
- Everything else...

Eye lashes

- Curl! Curl! Curl!
- Build with layers of mascara...or use false eye lashes.
- Follow Endless Performance mascara with a light coat of waterproof mascara.

False eye lashes

- Apply shadow first.
- Curl natural lashes...or straighten lashes, if too curly.
- Lay mirror flat on table.
- Hold head normally.
- Apply thin line of eye pencil at lash line.
- Robert's favorite lashes are Ardell #110, from Sally Beauty Supply...are varied in length.
- Cut off 1-2 clumps on outside...or cut 6 clumps and just use at outer end of lashes.
- Roll each end inward.
- Use Duo surgical adhesive, from Sally Beauty Supply.
- Apply thin coat of adhesive along base...let dry until a little tacky.
- Take each end and lay it on lash line.
- Have tweezers handy to push it down or use finger.
- Try to keep looking down until dry...glue will look white until it dries.
- Coat with mascara to blend with your lashes.
- Never reuse them...throw them away.

Cheek color

- Apply foundation.
- Cream blush (will have limited edition in August)...can use lipstick if not oily skin...start at “apple” and blend back toward hairline.
- Powder
- Powder blush

Lips

- Use concealer or foundation all over or at least along edges of lips.
- Line lips and fill in with liner all over whole lip area.
- Apply lip color...don't use dark lip color unless it's what she wears every day...especially with wide mouth.
- Blot with tissue or blotter.
- Reapply lip color.
- Use gloss in center only...apply sparingly.

Bridesmaids

- It's not their day!
- Lock them out while bride is getting makeup ready...no bad news allowed!
- They don't have to wear same colors...intensity of look needs to match and not be more intense than bride's makeup.
- If bride wears hair down, they wear hair up...if bride wears hair up, they wear hair down.

What to pack for ceremony & reception:

- Moisturizer
- Foundation
- Concealer
- Loose powder
- Bronzer
- Brow pencil
- Eye liner pencil
- Mascara
- Eye shadow
- False eye lashes
- Blush
- Lip Pencil

- Lipstick
- Lip Gloss
- Blotting tissues
- Powder Puff
- Sponges
- Tissue

What to put in groom's pocket:

- Pressed powder
- Lipstick
- Lip Gloss
- Blotting Paper