



Bridal Beauty

By Amber Budd

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Congratulations beautiful, you're getting married!

Whether it's your first or third wedding, as a bride, you deserve to look and feel like the very best version of you. You deserve to light up the room. You deserve to have everyone in attendance think "DAMN! She has never looked better!"

This workbook is designed to help you get there. I'll hold your hand every step of the way - giving you tips, tricks, and answers to the questions of Bridal Beauty Prep. I'll give you a monthly checklist to get you the healthy, sexy Bridal Glow we all covet. As a bonus, I've added a list of questions to ask your beauty pro's to make sure you're hiring the best! My hope is that you'll print this out and add it to your wedding binder so the information is readily at hand.

So who am I that I get to share my secrets with you? I'm a beauty industry veteran - I earned my Esthetician license at the Aveda Institute in Minneapolis, I own Amber Budd Atelier - a skincare, wax and makeup studio in Burnsville, MN, I've managed several makeup counters in department stores, had my work featured in editorial spreads and on the cover of bridal magazines, been featured in blogs, seen on ESPN2, and I've worked with hundreds of brides and bridal parties. Also, I'm recently engaged myself, so I'm walking you through *exactly* what I'm doing to prepare.

I'm excited to be your skin care and makeup guru throughout this wonderful time in your life. Thank you for inviting me into your world!

XO,

Amber
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P.S. I would LOVE to hear how this helped you out, or help with further questions.

You can connect with me on social media and with the hashtag #beautyprepbook

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#BridalBeautyBook

WHY SKIN CARE?

Tell me - is your skin in the best shape it's ever been in? Do you walk around and admire your skin in every reflective surface you can find? Do you L.O.V.E. your skin? If not, I'm here to hit you over the head with the proverbial frying pan of skin care...

Your skin is your largest organ, but usually receives the least amount of care. We don't really notice it at all until something goes wrong - amiright?!

It's okay...I'm here to help you.

Let's start with the basics

Our skin naturally sheds itself roughly every 28 days. This slows down as we age, and leaves us with dry, dull, lackluster skin with flakey patches, and buildup of dead skin cells. A professional treatment once a month, with a solid daily/weekly at home routine is the optimal way to see amazing results in your skin. Think of it like going to the gym - you don't meet with your trainer once a week then go home and eat cheeseburgers and drink beer every day then expect to look like Gisele, do you? No, you don't. Because I know you know it takes some work to look amaze-balls.

I'll expect that if you want the best skin of your life, you'll commit to a few easy things:

- 1- Monthly Facials
- 2- A good at home routine
- 3- Drink more water

Still with me? Good. You got this. Remember, I'm here for you.

Why regular facials?

When we remove the surface layer of dead skin cells through a professional exfoliation, we introduce faster cell turnover and visibly more youthful looking, sexy, glowing, luminous skin. Deeper exfoliation also allows for better penetration of your active ingredients in your at-home care products, which allows them to work faster and more efficiently. (aka - more bang for your buck!) Example: if your active ingredients are anti-aging, they are able to increase collagen and elastin to plump and firm the skin quicker and more efficiently; your acne reducing actives are able to kill the bacteria necessary for clearer skin. Actives to reduce spots and hyperpigmentation are able to directly target the melanin clusters to brighten and even the skin tone. None of this would be possible without a really thorough exfoliation and manipulation of the skin by a professional.

- *Promotes cell turnover
- *increases collagen and elastin production
- *softens fine lines and wrinkles
- *relieves stress and encourages relaxation
- *reduces the effects of sun and environmental damage
- *restores radiance and luminosity
- *refines skin texture
- *preserves and increases youthful appearance
- *clears acne, blackheads and whiteheads
- *evens skin-tone
- *skin is brighter, more vibrant

So, if I'm getting a facial every month, do I still need to exfoliate at home?

To maintain your pro facial results at home, you need to exfoliate so your skin keeps accepting the active ingredients at a steady pace. As a bonus, if your skincare professional doesn't have to start from square one every time they see you, you will get better/increasing results from each facial you receive. Great skin is a marathon, not a sprint.

Why do I need to use professional grade products?

Professional products have more concentrated levels of active ingredients. Active ingredients are what cause actual change in the skin. Drug and department store skin care products can be up to 90% water, with ingredients that make the skin feel good on the surface, but don't actually change the structure of the skin.

You'll see better results from products that are only sold through professional estheticians and dermatologists - the pH of the products sold professionally are specifically designed to reach the deeper layers of the skin where change actually takes place.

Why professional estheticians for waxing?

Although cosmetologists are trained to do facial waxing, they are not required to do anywhere near as many waxes in school, and rarely complete any advanced training. Most estheticians have specialties (brows, Brazilians, etc.) which makes them the expert you want to be spending your time and hard earned money with.

Estheticians complete safety and sanitation training regularly, and are trained to make sure your wax is as comfortable as possible, while still achieving the results you want.

Please, I beg you...stop getting your eyebrows waxed at your nail salon. Many nail techs have not even been trained in waxing. I've seen far too many botched brow jobs from nail salons, and many of them don't follow the "don't double dip a stick" rule! Gross.

Questions to Ask an Esthetician:

*Are you licensed?

*Are you insured?

*Where did you go to school?

*Do you attend continuing education?

*What results can I realistically expect?

*What products do I need to use to maintain and grow my results at home between services?

Questions to Ask a Waxer:

*Do you double dip sticks? (if they say yes...RUN.)

*What extra training have you received?

*Are you a licensed Esthetician?

*Are you insured?

*How do I care for my skin post-wax?

WHY A PROFESSIONAL MAKEUP ARTIST?

Very simply put, a large chunk of most couples' wedding budget goes towards their photography. If you're spending that much money on a photographer, you should make sure your makeup is flawless, photo-ready, and designed to go the distance for the whole day. The stress that is removed from your day by hiring a trusted professional is priceless. They'll work with you to make sure your look fits YOU, and meets your vision for how you want to look. They'll keep everyone on schedule so you all make it to photos on time. And they'll make sure your eyeliner is even.

There is nothing wrong with a makeup artist at a makeup counter. Heck, I started there. But I went to many advanced trainings specifically for bridal makeup. I've attended many advanced artistry trainings, and hundreds of hours have been spent on the job, assisting other artists, working with photographers, models and bridal parties honing my skills to make sure your makeup is perfect for your wedding day. A lot of the people who work at makeup counters just happen to be really good at sales, and someone trains them how to do a bit of makeup. They aren't licensed, they aren't insured, and they most likely don't have the extra training for photo and video makeup that a professional would.

Can't I just do my own makeup, I'm pretty good?!

Makeup for photos and video is very different from every day. Your selfie might look fabulous, but your makeup probably won't hold up to the high tech hd cameras, and the long hours of a wedding. If that Mount Vesuvius of a blemish shows up on your face the day before a wedding, a pro artist is trained in color correction to make it virtually disappear on camera. If you mess up your eyeliner, chances are you won't have time to redo your whole face of makeup just to fix that one mistake on your wedding day. Hire a pro. They're worth every penny. It's their job to know how to camouflage blemishes and flaws, make your lipstick last, pick the best colors for you, and much more. The stress of doing your own makeup isn't worth it. Let the pro's pamper you.

Questions to ask the artist you're considering working with:

- *What training have you done?
- *Do you have photos of your work?
- *Do you have client recommendations?
- *Are you insured? Licensed?
- *What happens at a trial run?
- *Do you have a contract? (Brides, I cannot stress this enough - this protects YOU. I have personally filled in at the last minute for three weddings this year alone where the "artist" cancelled one-two days before the event.)
- *How long will my makeup last?
- *Do you recommend false lashes for me?
- *Is airbrush right for me? (believe it or not, it's not for everyone - contrary to popular belief!)
- *Do you travel to my wedding prep site or do I come to you? Is there a fee for travel?

Two bonus things to think about asking or discussing with your potential artist:

If you don't know at all what look you're going for, ask your artist if they have recommendations. They should be able to ask you some questions and narrow down a look for you.

Did your artist go through options with you and take your ideas into consideration? You should feel as though this is a collaboration, not a dictatorship where they just do what they want, or worse, make you feel like your opinion doesn't matter. Yes, they are the expert, and they may have suggestions for you, but they should have a why for each suggestion, and you should feel cared for.

BRIDAL BEAUTY PREP CHECKLIST

I am a list maker. I love nothing more than to make a gorgeous little check mark next to a completed task, so it's no surprise that when it came to getting my skin ready for my wedding, I made a list of what to do and when to make sure my skin will be at its peak when the day comes. Some of this may seem a bit redundant, month after month, but I tried to make it as easy to follow as possible. Also, it should take some stress off of you in your wedding preparations - all you have to do is follow along.

I realize some of you won't have six months left before your wedding when you read this, just start where you are. If you're 4 months out until your wedding, read through months 5 and 6 to make sure there's nothing you want to add to months 1-4 of your preparations, then just start at month 4.

Ready? Of course you are!

6 Months

- If you don't already, begin drinking half your body weight in ounces of water each day. (example: if you weigh 150 pounds, drink 75 ounces of water a day, minimum) Water helps to flush impurities out of our skin, keeps our cells plump and happy, and hydrates from the inside out. Let's be honest, no one wants to look like a raisin on their wedding day.
- Find a reputable, licensed Esthetician and schedule regular facials. I recommend booking your treatments 4-5 weeks apart, and just book them ahead of time. Get them in your calendar so you're less likely to skip them.
- Research and book your glam squad. In the bridal industry, booking 203 months ahead can really limit your options. If there's someone you really want to work with, book them now. (I start booking about a year in advance!) If there's someone you aren't sure about, ask them if you can meet in person or skype so you can get to know them a little better, and ask them the questions I listed - this shouldn't be too much to ask.
- Schedule regular waxes. If you have had a botched brow job, you'll need 4-6 months to get all your hairs on the same growth cycle and your brows back in fighting shape. A good waxer can help smooth the transition to brow perfection again, but you'll need time. If you want a Brazilian, leg wax or underarm wax (my favorite!) for your honeymoon, you'll want to start waxing now to get all the hairs on the same growth cycle so you'll be hair free as long as possible.
- Hydrate, hydrate, hydrate - face, body, and internally. If you don't like putting on body lotion (I know...I KNOOOOOW it's so tedious!) find a luxurious one that makes you BEG to put it on. (personal fave: L'occitane Amande) After your first facial and meeting with your new esthetician, you should also have a good skin care routine and a new moisturizer in hand - begin using that as directed as well. Hydrated skin looks better in photos.

5 Months

- How did your skincare routine work out this month since you put a plan in place with your esthetician? If there's anything not working or you have questions, now is a great time to discuss it with your esthetician.
- Try a lash tint if you think you might want it for your honeymoon. It's a semi-permanent tint applied to your lashes or brows which gives a gorgeous natural makeup look, perfect for days when mascara just isn't going to happen (vacation, swimming pools, etc.)
- Facial Date __/__/____
- Wax Date __/__/____

4 Months

- If you're thinking of getting a spray tan for your wedding and you don't have one you're already loyal to, you should start trying different ones now so you can find the one that works best with your skin tone.
- Facial __/__/____
- Wax __/__/____

3 Months

- Have your trial runs with your glam squad. Technically you can do this anytime, but I recommend at latest 3 months from your wedding date. Find out if there are any products you need to pick up before your wedding day.
- Facial __/__/____
- Wax __/__/____

2 Months

- Buy the makeup your makeup artist suggested you have on hand for wedding day touch ups. Yes, you need at minimum your lip products, and most people need a blotting powder for late day t-zone shine touch ups. I usually pick these up for my brides, so they can just knock it off their list, but you'll want to check to make sure.
- Facial: __/__/____
- Wax: __/__/____

1 Month

You're in the home stretch. Don't wimp out now!

- Have your teeth professionally whitened, or begin using the whitening strips you can buy at drugstores regularly. (don't forget the sensitive toothpaste!)

1 Week

- Waxes should be done several days to a week prior to your wedding day to allow any residual pinkness in the skin to calm down. Wax Date: __/__/____
- Lash Tint if you're doing one
- Get your spray tan 24-48 hours AFTER your wax or you run the risk of the tan "lifting" or setting too dark in the waxed area
- Get an enzyme facial. It's a myth that you can't get a facial the week of your wedding. You certainly can do so if you're seeing a reputable esthetician who knows what she's doing. You don't get extractions/use harsh scrubs but an enzyme or oxygen facial will give beautiful, luminous skin results which will allow for even better makeup application as well. Facial Date: __/__/____

1 Day

- You're VERY busy, I get that. Don't forget to eat and hydrate.
- Sleep - 8 hours if you can. Wedding days are long...rest is a priority.
- Eat. Please don't starve yourself. No one likes a cranky bride. And if you're passed out cold because your blood sugar went too low...well that's no good for anyone, right? Well balanced meals are crucial in times of stress, but at the very minimum, eat a protein bar (Quest are my faves!) and a piece of fruit.

Congratulations my new friend, I am so happy we've made it this far, and I know you'll be absolutely stunning on your wedding day. Hashtag me in your photos so we can connect and I can see your results. I truly love weddings and am so excited to have been a part of yours! #beautyprepbook