

PRETTY DAY BEAUTY CO.

BRIDAL BEAUTY PREP GUIDE



THE PATH TO ACHIEVING FLAWLESS WEDDING DAY HAIR AND MAKEUP BEGAN LONG BEFORE YOU DISCOVERED THIS GUIDE

GETTING YOUR *skin* WEDDING DAY READY

Use What You Know

Implement a solid skincare routine 3-4 months before your big day, and avoid experimenting with new skincare or makeup within the last month leading up to it. Hydra-facials work wonders for overall skin health and create a hydrated base for makeup. Consider scheduling a hydra-facial about 1-2 months before your wedding, and if it suits you well, book another session 2-3 days before the big day.

Drink Plenty of Water

Make sure to drink plenty of water to hydrate your skin from within. The longevity and appearance of makeup are significantly better on hydrated skin compared to dry skin. Aim to drink half of your body weight (in ounces) of water daily for at least a month before your wedding.

Consider a Spray Tan

If you're considering a spray tan, if you plan to spray tan for your wedding, schedule a session before your bridal trial/practice session to ensure the tone matches your makeup.

Moisturize, Moisturize

Moisturize your skin regularly, especially in the months leading up to your wedding. Use a facial moisturizer every morning and night, avoiding products with high concentrations of alcohol, as they can dry out and irritate your skin. Remember: makeup does not adhere well to dry skin!

Before trying any invasive skincare treatments or new products, consult a dermatologist. Always patch test new products before incorporating them into your routine, and allow enough time before any major event when trying a new facial treatment. These steps are crucial for achieving your best skin before your big day.

PERFECT *hair* PREPARATION

Protect Your Hair

Ensure your hair stays healthy and vibrant by minimizing heat exposure (blow drying, curling, straightening, etc.) and incorporating a heat protectant into your routine to prevent damage and enhance texture.

Hydrate Your Hair

Just as dry skin struggles to hold makeup, dry and damaged hair lacks the ability to style effectively compared to healthy hair. Frizz often stems from dry or dehydrated hair and isn't easily resolved with a single treatment. Begin integrating hair masks and treatments into your routine 1-2 months before your wedding to rejuvenate your hair, improving its health and texture.

Treating Build-up + Increasing Volume

Ensure your hair stays healthy and vibrant by minimizing heat exposure (blow drying, curling, straightening, etc.) and incorporating a heat protectant into your routine to prevent damage and enhance texture.

If you struggle with oily roots or desire voluminous hair, consider using a clarifying shampoo leading up to your wedding day. Clarifying shampoos effectively remove built-up oils and product residue, promoting increased volume and freshness.

Arrive Style Ready

For your bridal trial session and the big day, ensure your hair is completely dry and free from oil or grease. Gone are the days of needing dirty hair to hold a style – modern texturizing products provide the necessary grip without the worry of oily roots or buildup.

Regular Maintenance

Prioritize regular trims in the months leading up to your wedding to maintain healthy ends. Even if you're aiming to keep your hair long, regular trims are essential for achieving a polished bridal style.