



‘The 5 mistakes brides make when choosing a hair & makeup artist and how to avoid them ...’



“Professionals who work with you to get the look you want for your special day ...”

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Your wedding is the biggest day of your life and you are the most important person. You want your hair and makeup to look amazing.

But too often I hear about people hiring hair and makeup artist who are unreliable, don't listen, can't work to your time frame and end up doing a poor job.

To help you make the right choice, we have used our **12 years' of experience specialising in preparing makeup & hair for weddings** to put this guide together.

"Thank you so much for looking after all of us on my wedding day. We were thrilled with our hair and makeup and we had such a chilled and relaxed morning. Thank you for making us all feel beautiful." - Melissa, Brisbane

1. They listen to too many opinions ...

When planning your bridal hair and makeup journey, it tends to be a natural thing to ask all your married friends and family what they did and what they think.

However you must remember that everyone is going to have a different opinion on styles, colours and trends so **it is crucial first and foremost to work with your fiancé (or by yourself) and compile your likes and dislikes on your own.**

What hair and makeup styles your mum or sister may think looks better on you may not be what you will adore in years to come- After all, **your wedding portraits will be on your**



wall for a very long time so stick with the ideas that you love.

This is where **forming a great relationship with your stylist straight away is essential** and you should feel comfortable to call them at any stage to brainstorm ideas.

Upon your engagement, start putting together a scrap book (even digitally) of images that you absolutely love and just as importantly, even include hair/ makeup pictures of things that you definitely don't want.

This will help your stylist guide you throughout your planning stages, incorporating their professional opinions.

Always remember throughout your bridal journey, try and keep only those who are positive, honest and helpful around you.

With stress comes undernourished skin, hair and nails- so not what we want for our beautiful bride- to- be!

That's why at Sapphire Makeup & Hair we **work with you to plan exactly the look and style you want to achieve and complete a trail beforehand.**

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2. They have unrealistic expectations ...

Keeping a scrap book of hair and makeup images is such a great start to your planning. However it is important to **always be realistic in what results you want to achieve** for your big day to avoid disappointment.

For example, try to avoid pictures of hair styles that are blonde and dead straight if you have black, coarse, curly hair.

Taking into consideration your face shape and hair texture also will determine how a hairstyle will suit you. The same goes for makeup. If you are very fair with blue eyes,

avoid collecting images of girls with olive skin types and dark eyes.

Your makeup artist should spend the time with you to work out what colours/shades best complement your skin type/eyes. We are our own worst critic so remember also that your makeup artist cannot remove your crows feet or double chin if this is something you don't like about yourself.

A professional makeup artist can always use highlight and shading or corrective makeup techniques to create 'illusions'- enhancing your best features whilst hiding your not so good one's. However, again, be realistic...

And remember most importantly, things you see as flaws are generally what your fiance' loves about you!

"We shall be forever grateful. Thank you for taking great care of us and making us look like angels. You made the day spectacular!" - Tina, Gold Coast

3. They decide based on price ...

We know that planning a wedding can be a very expensive affair. However, **keep in mind that the cheapest price may not always mean a bargain.**

When initially getting quotes from your hair & makeup artists, really look for the warmth and friendliness that may come with your initial phone call or email.

- Do you get a good feel for what their company represents?
- Will they spend all their time and energy on you to answer your questions?
- Can they deliver?

- Are they prompt and reliable with returning your emails?

If yes, this generally means they will be quite organised throughout your whole bridal journey making for smooth sailing in the hair and makeup department. If no, maybe think again.



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In a nut shell, **the most expensive is not always the 'best' either.**

You will be spending a lot of time with your artists especially on your wedding day so you really do want to have stylists that listen, that you can fully trust and that genuinely want to spoil you.

Sapphire for example have a one wedding policy whereby your stylists will not be

rushing from your wedding to another- you're our number one!

Always, view a gallery of work from the business either on their website, Facebook, Pinterest page and reviews are always crucial- what are other's saying about them?!

And remember personality, professionalism and reliability play a huge part in stress free hair and makeup preparations.

"I just want to thank you for the fantastic hair & makeup you did for my wedding, everything was absolutely perfect and I couldn't be happier. So many of my guests commented on how great our hair and make up looked " - Carmel, Brisbane

4. They don't have a good plan ...

Have you got a time schedule in place and a vision of what you want to achieve?

Even if you are a very relaxed bride, you still need to have some sort of plan for your bridal hair and makeup in the way of images and colour themes. This can extend to fabric samples pictures of your dress, veil, shoes, hair jewellery, fascinators.

The more you can build a full story of what your theme is all about, the better idea your

stylist can have with helping you choose that perfect hair and makeup for you.

Are you having a vintage theme, sleek and modern, fantasy maybe? All this needs to be considered when choosing the ideal hair and makeup look not only for you, but your bridal party also.

Most importantly being fully organised and aware of your wedding day timing is also huge.

Your stylist will need to know an accurate time that you will need to be ready by so your communication to your stylists and photographer here is the key.



Keep your stylists up to date with any changes which may occur in this area (as timing changes quite frequently). Being organised in this area then filter's through to a very relaxed, organised, fun wedding day morning with your hair and makeup artists- and you will be on time for your groom in waiting!

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5. They cut corners ...

Many brides like to leave things to chance and wonder why they were disappointed with their hair and makeup for their big day. Even if you are not hair & makeup savvy, cutting corners in the beginning can result in disaster.

This may mean that you are **leaving your hair & makeup bookings until last minute** and will become disappointed when those artists that you had your heart set aren't available.

You may also be considering trying to save yourself time and money by not having a hair and makeup trial. Will you even like your stylist? Do they have the required skill to achieve your desired results?? With out having a trial you won't find out.

Many stylists or companies offer discounts on their trials. Be wary of the 'it will be better on the day' scenario whereby a stylist will do a quick trial and get a 'brief' idea of what you want for the day.

It is your wedding day! Be diligent in choosing stylists that guarantee to spend extra time with you during your trial to try a few variations of a style.

We spend up to 3 hours with you for your hair and makeup trial and ensure what has been created for you is precisely what you have dreamed of. A trial is all about giving an exact representation of what you are getting on the day so within your planning and budget, allow a trial hair and makeup day as it will have you headaches on the day!

"I didn't have a set idea for what I wanted for the bridesmaids. I left it in Sapphire's capable hands and they did an incredible job. As for me, its one of the few times I have felt beautiful and like a princess!" - Kirsty, Sydney

Well thanks ...

We hope you found this useful in helping you choose the right hair and makeup artist for your wedding. If you'd like to talk with one of our professionals then please call 1800 775 064.

FREE Hair & Makeup Consultation (Worth \$150) ...

As a gift from us were offering you a **FREE consultation** with one of our experts where you can **get professional advice on your hair and makeup plans for your wedding.**

Simple call 1800 775 064 now to book your FREE phone consultation with one of our professionals.

