

# ESSIE COHEN

*Makeup Artist*

## Event Prep Tips & Tricks Do's & Don'ts

### Skincare

- Facials should be spaced out once a month, no extractions 2-3 weeks prior to your event. Check with your esthetician
- Skincare regimens
  - Cleanse*
  - Exfoliate (daily like dermalogica daily microfoliant)*
  - Mask (optional twice a week)*
  - Tone*
  - Moisturize*
- Serums are a great product to use as well especially in the dryer months
- Exfoliate the day of your wedding to have freshest skin  
(contact me directly for any product recommendations for your specific skin type)
- Get into a good skincare regimen 6-12 months prior to your event
- Keep in mind just like we change our clothes per season our skincare changes as well, our skin has different needs during the winter vs summer for example

### Makeup

- Clean your brushes! Can't tell you how much this affects your skin overall and makeup application

*Ensure you don't get anything below the brush hairs wet*

*Use Dawn dish soap and warm to hot water (it works!)*

*Wet brush and add soap, let it lather*

*Rinse*

*Lay flat to dry overnight*

*Do every 1-2 weeks depending on usage*

- Expired Makeup products get ready to toss some stuff

*Liquid Foundation 6 months - 1 year*

*Lipstick 2 years*

*Mascara 3 months*

*Liquid Liners 6 months*

*Lipgloss 1 year*

*Concealer 1 year*

*Powders (foundation or eyeshadows) 2 years*

*Bronzer, Blushes 2 years*

## Self Tanning

- Make an appointment 2-3 months prior to your wedding for a trial session usually brides should go lighter, as you are wearing (white, ivory) etc it'll blend better
- Most tanning salons will tell you to avoid doing your face, as your makeup artist will be able to darken with makeup and bronzer
- Pre Tanning session

*Shower, shave and EXFOLIATE prior to coming in. We recommend to do so at least 3 hours prior to coming in, this allows time for your pores to close. Oil based soaps are not recommended.*

*We suggest using a non-oil based scrub with an exfoliating mitt to gently exfoliate your skin. Well exfoliated, clean skin is essential to getting the best results.*

*Please inform us of any skin conditions, trouble spots or any known issues you may have had with other sunless tanning products.*

*We recommend applying lip balm prior to your appointment.*

- Highly recommend testing a salon/studio and a color for what you're looking for prior to your dates a few months before

## Brows

- Get into good brow habits 6-12 months prior to your wedding
- Find a great artist that SHAPES your brows, not just a quick five min wax, trust me you'll thank me!
- You should be seeing a brow specialist every 3-6 weeks depending on your hair growth
- Another AMAZING benefit is brow tinting this eases the daily maintenance of using brow products and picking up any small thin hair to give you a more full brow look that's natural
- Shaping through tweezing and use of wax is ideal as the specialist will have more control of creating an arch and your shape that will be perfect for your event
- Whatever you do DON'T pick up your own tweezers and pluck away!
- Don't use hair color dye for your brows when doing your hair trust me it's not the same results

## Hair Care

- If you want to wear your hair long get a "Dusting" not a trim 6 months prior to your event
- Maintain your color as much as possible if you do color regularly. Do a last color session 1-2 weeks prior to your event with your colorist
- Extensions should be purchased prior to your trial to use at your trial, your stylist will provide further direction during the trial if you'll need to cut, color or anything to assist in overall maintenance for event
- If uncertain, if you want or need extensions discuss at your trial and note you may need to do a second try to ensure perfection for your look for day of
- If you want your hair to be long don't cut it! Grow it out
- Day of event make sure hair is washed day prior so it's a day dirty, if your hair is dryer you can do two days dirty at the very most, this assists in a longer lasting style day of your event
- Don't be afraid to use products for your event to ensure optimal style and to last all day