



Essie Cohen's FAQ

1. If I book a trial, can someone else still book my date?

Once I have a trial date on the books, I put a soft hold on your date. If I get any other inquiries, I will reach out to you first. After the trial, you have the week to decide to move forward with the booking and \$100 deposit, deducted from the total due on the day of. After the week, someone else can book your date if you have not secured it with a contract and retainer.

2. Can I bring people to the trial?

Of course! This is a personal preference- it's always nice to have people there support and I love meeting your family/friends before your event. Make sure to choose people that know your style, so they will be helpful in making sure your vision comes to life.

3. What can I expect once I sign the contract and send \$100 retainer fee?

During this time, you can always reach out to me for any details, questions, or to make changes in your wedding day details.

You have up to 90 days prior to your event to decrease the amount of people needing makeup services without any cancellation fees. Please know, you can always add more people up until the day of (within reason).

About a month out from your event I will reach out to put together a final schedule and invoice for your date. I will ask for all details to be finalized then.

4. What is the retainer fee, and how can I pay it?

My retainer fee is \$100 and deducted from your balance on the day of. Payment is accepted in cash or via Venmo @essiecohenmakeup under "Business."

5. Can I add anyone that didn't sign up for services once I've signed my contract?

Of course, you can! We accept additions even up until the day of, within reason, so I can ensure I complete everyone's services in the agreed timeline. I can always adjust the schedule the day before and add 1-2 more the day of if needed. It is always a great idea to check in with anyone that was on the fence a couple weeks prior. It is less stressful for you to keep coordinating.

6. When do I need to pay my balance once I've paid the retainer fee?

Your balance is due the day of your event in **cash**. I have to pay out my assistants, other artists, etc., so cash is the preferred payment method. If you'd like to pay prior via check, it must be 14 days prior to your event. If you would like to pay via Venmo or Zelle, it must be received 5 days prior to your event.

7. Is gratuity included?

Gratuity is not included, but always appreciated. I take great pride in my work and genuinely love my clients. I am always here for anything you may need and if you have had an amazing experience- gratuity is incredibly appreciated!

8. What do you need to have ready for the day of?

For my team, we only need a table space big enough for our products- we bring all of our own supplies. I bring lighting, but usually love if we can set up near some natural light, like a window when possible.

Please have all of your things together to ensure a stress-free environment.

- Shoes
- Jewelry
- Dress
- Invitations
- Undergarments

A freshly cleaned and washed face is super important. If you have any remnants of makeup from the night before, try to remove before we get there.

9. What happens if I cry the day of my wedding?

Everything I use is meant for longevity, heat conditions, and all of the anticipated emotions. Our eye makeup is waterproof, and primers and setting spray ensure the look will hold. With maybe an exception of diving into a pool, you will be good to go ;)

10. How long will my makeup last?

Your makeup will last for your entire event, as long as you follow all tips given beforehand. You will be given a touchup kit with your lip products for when you feel reapplication is needed. I use high quality products and prep your skin for long wear. Our products are temperature and humidity resistant.

11. What happens if I'm puffy the day of my event?

Don't worry or stress, I have you covered! I bring eye gels, creams, and everything you can think of to ensure you look your best. I highly advise limiting alcohol consumption, and to stay away from red wine the night before. Alcohol, specifically red wine, induces bloating. Hydration is also super important the week of your wedding.

12. What can I expect the flow to be like on my special day?

My team and I will arrive about 30 minutes early to setup. We will make any room work, giving you the best set up and experience we can. We bring chairs, lighting, music AND all the makeup anyone could fathom!

We always try to follow the order on our schedule, but do not fret if makeup is done out of order. It happens every time :) As long as someone is seated in the makeup chair at the given time on the schedule, everything will run on time. We will call out names so you can enjoy your time with your friends and family. Everyone will get prepped with skincare prior to me doing their makeup, so that I am working on their best skin possible, as well as ensure longevity for the day.

Once we are nearing our end, we will start to do everyone's lips, so this way you can eat prior to final touchups. We will make sure everyone is good to go before we pack up; I will leave a touchup kit for you (the bride) with any must haves as well as your lip products for reapplication.

