

ESSIE COHEN

Makeup Artist

FAQ

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 deposit, after the week someone else can book for your date if you have not secured it with a contract and retainer.

Can I bring people to the trial?

Of course! This is a personal preference, it's always nice to have people there for sure and I love meeting people before your event, try to choose people that know your style as it helps to find your look.

What can I expect once I send in the contract and retainer fee?

During this time you can always reach out to me for any details, questions or changes.

90 days prior to your event if there's any people that are no longer getting services this is the date to let me know in order to not accrue any cancellation fees. 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 you to put together your schedule and final invoice for your date.

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

My retainer fee is \$100, you can pay in cash at the trial or via venmo or zelle

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

Of course you can! 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 day of if needed. Always great to check in with anyone that maybe was on the fence a couple weeks prior. Less stressful for you to keep coordinating.

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 assistant etc. If you'd like to pay prior via check must be 14 days prior to your event, or pay via venmo or zelle must be received 5

days prior to your event.

Is gratuity included?

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

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

For my team we only need a table space big enough to put down my products and lay it out. We bring all supplies and nothing else is needed. I bring lighting but usually love it if we can have natural light near a window when possible.

Have all your things together to make it easy for you to not run around to find when it gets a little more hectic.

- *Shoes*
- *Jewelry*
- *Dress*
- *Invitation*
- *undergarments*

A freshly cleaned and washed face is super important. If you have any remnants from the night prior try to take off before we get there.

What happens if I cry the day of my event?

Everything I use is meant for longevity, heat conditions and all the emotions for your day. Your makeup on your eyes is waterproof, I use primers, and a setting spray. With exception of maybe diving in a pool you will be good to go.

How long will my makeup last?

Your makeup will last for your entire event, as long as you follow all tips given, you will have a touchup kit with your lip products and that will be the only thing you will need to reapply. I use high quality products and prep the skin for longwear and heat, humidity resistant.

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

Don't worry or stress, I have eye gels, creams and anything you can think of to make sure you look your best. I highly advise to limit alcohol consumption and stay away from red wine the night prior. Staying hydrated is also super important the week of your wedding.

What can I expect the day to flow like on the day of my event?

My team and I will arrive early to setup, we will make any room work so we can give you the best setup and experience. We bring a chair, lighting, music AND all the makeup anyone could fathom! We will try to follow the order in our schedule, but don't worry if we don't it happens at every event.

As long as someone is getting their makeup done we will be 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 the you (bride) with any must haves as well as your lip stuff for reapplicaton.