

Bridal Classes

June is known as “Bridal Month,” and one service you may want to consider offering is a specialty class for brides! Here are some suggestions that may help you if bridal classes are something you would like to offer:

- ? Call everyone you know who is getting married in the next couple of months and offer them your professional services. If you don't know any brides-to-be, you might call a photography studio in your area to let them know you offer this service and would like to partner with them on wedding appointments they have scheduled.
- ? Book the bridal classes **before** the wedding day – not on the day itself. You might make an appointment with the bride to pick out colors -- don't forget nail colors, too – that would match the bridesmaids' dresses and offer to facial the bridesmaids to make recommendations for the wedding day.
- ? On the day of the appointment, bring a Custom Compact filled with the colors you are recommending.
- ? A script you might use to open your class is:

Helping a bride and her attendants look their best is a natural service for Mary Kay Independent Beauty Consultants to offer. At this class, we'll review many beauty secrets to help you look your very best on the special day – a look that two or three years down the road will still make you proud of the pictures from that day! In bridal portraits, you don't want the makeup to overshadow the whole look. The following tips can greatly assist you. So, get ready to smile for the camera!

- ? To help ensure smooth, soft skin, you might recommend the following:

Use the Satin Hands and Body® three-step body care routine – the buffing cream to exfoliate dead skin cells; the cleansing gel to gently wash away dirt and impurities; and the hydrating lotion to help maintain skin's moisture balance.

On the evening before the wedding, a pampering bubble bath utilizing one of the Private Spa Collection™ scents: scented body wash followed by body moisture lotion in the same scent while skin is still damp is a pampering treat.

Anyone wanting a little extra color may want to apply Sun Essentials® Sunless Tanning Lotion, starting at least two weeks before the wedding day.

- ? Makeup tips you might recommend for the wedding day to help guarantee tear-proof, kiss-proof results:

The key to wedding day makeup is to enhance without looking heavy or overdone. The bridesmaids might want to wear makeup to complement their gowns. Since the bride will most likely be in white, she will need extra color so as not to look washed out. Consider putting the focus on one area of the face only, perhaps the lips.

Apply a little MK Signature™ Concealer under the eyes and on any imperfections after applying a Mary Kay® foundation.

Use a little more cheek color than normal for the photography so the cheeks look rosy with a natural glow.

Soft, smoky eye colors can make the eyes stand out without overshadowing the whole look. For brides with light hair, a good combination might be MK Signature™ Eye Colors in Crystalline, Hazelnut and Java. For brides with dark hair, consider Moonstone, Whipped Cocoa and Cinnabar. Blend well.

If a pencil is used, a soft and smudged line is better than a heavy one. Hazelnut or Storm can be applied wet along the lash line in place of a pencil to achieve a softer effect.

Apply two coats of MK Signature™ Waterproof Mascara, letting the first coat dry thoroughly before applying the second coat. A “minking” effect can be achieved by applying brown mascara close to the lash line then tip the lashes with black mascara.

After using the Lip Outliner™ Pencil, apply MK Signature™ Lip Liner along the natural lip line then fill in the lips with the liner. This provides a long-wearing base of color. Top with a coordinating shade of MK Signature™ Creme Lipstick.

Bridesmaids may want to wear a nail color that coordinates with their gowns or a more natural color such as MK Signature™ Nail Enamel in Barely There. The bride might not want to wear a nail color, opting instead for a natural look with MK Signature™ Top Coat.