

SARAH E ARTISTRY

THE BRIDAL BEAUTY



GUIDE



hey there

I'm so excited to be a part of your big day! I know it can be a little nerve wracking, the nerves can start kicking in and the final logistics can be too much to bare! But don't worry, I've got you!

Hopefully this guide will help you feel more prepared and relaxed for the morning preparations! I have put all of your wedding prep, checklists and timings together for you so you can relax and enjoy! The goal has never been to hide your skin beneath layers of makeup—it's to enhance what is already there. When your skin is healthy, hydrated and well cared for, makeup applies more seamlessly, lasts longer and photographs beautifully from morning until night. The months leading up to your wedding are the perfect opportunity to build simple, consistent habits that allow your natural radiance to shine through. Think of this guide as your roadmap to calm, confident skin, so when your wedding day arrives, your makeup doesn't have to work harder—it simply enhances your natural beauty.

Sarah xo

12 MONTHS BEFORE

The best bridal beauty doesn't begin a few weeks before your wedding—it begins with consistency. By giving your skin time to adapt to a simple routine and planning ahead, you'll create the ideal canvas for flawless, long-lasting makeup on your wedding day.

Find your bridal makeup artist.

Secure your date early, especially if you're marrying during peak wedding season.

Build a simple skincare routine.

Focus on cleansing, moisturising and protecting your skin every day rather than trying every new trend.

Wear SPF daily.

Consistent sun protection helps prevent pigmentation, uneven skin tone and premature ageing.

Book any cosmetic treatments early.

Treatments such as Botox, fillers, laser or chemical peels should always be planned well in advance, giving your skin plenty of time to settle.



6 MONTHS BEFORE

By now, your skincare routine should feel second nature. This is the time to focus on consistency, hydration and maintaining healthy skin, rather than searching for quick fixes. Small, regular habits will always deliver better results than last-minute changes.

Introduce active ingredients gradually (if suitable).

If you're considering ingredients such as retinol or exfoliating acids, introduce them slowly and always follow professional advice.

Stay hydrated.

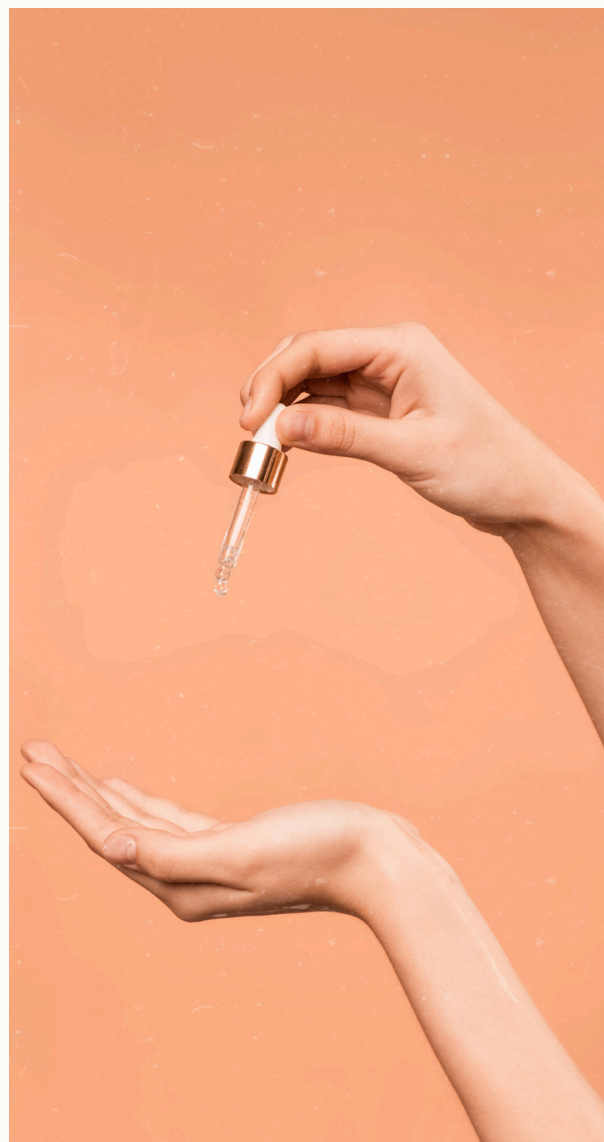
Healthy, hydrated skin starts from within, so continue drinking plenty of water throughout the day.

Maintain a consistent routine.

Stick with products that work well for your skin and resist the temptation to constantly switch.

Avoid chasing skincare trends.

Not every viral product is right for your skin. Consistency will always outperform complicated routines.



3 MONTHS BEFORE

By now, your wedding day is starting to feel real. This is the time to refine your routine, avoid unnecessary changes and focus on keeping your skin calm, healthy and balanced. A consistent approach now will help your makeup apply beautifully and last throughout the day.

Book your bridal preview.

Your preview is the perfect opportunity to refine your wedding look, discuss your preferences and ensure everything feels like you.

Schedule regular facials (if suitable).

If facials are part of your routine, now is a great time to enjoy them. Avoid anything too aggressive, and always choose treatments your skin responds well to.

Avoid introducing new products.

Now isn't the time to experiment. Stick with the skincare products you know and trust to minimise the risk of irritation or unexpected breakouts.

Focus on healthy habits.

Prioritise hydration, nourishing meals and quality sleep.

Healthy skin is built through small, consistent habits rather than quick fixes.



1 MONTH BEFORE

With just a few weeks to go, your focus should shift to maintaining the healthy skin you've worked so hard to achieve. Avoid last-minute changes and let consistency do the work. Your skin should feel calm, balanced and ready for your wedding day.

Keep your skincare routine simple. Continue using the products that work well for your skin and avoid introducing anything new.

Avoid intensive treatments. Steer clear of chemical peels, laser treatments or anything that could leave your skin feeling sensitive before the wedding.

Prioritise hydration and rest. Drink plenty of water, eat nourishing foods and aim for consistent sleep to help your skin look its best.

Confirm your wedding morning plans. Touch base with your makeup artist, finalise timings and prepare everything you'll need so you can enjoy a relaxed, stress-free start to the day.

1 WEEK BEFORE

Focus on maintaining your routine, staying hydrated, avoiding unnecessary treatments and preparing for the wedding morning.





the WEDDING *morning*

Arrive with clean, moisturised skin.

Wear a button-up shirt or robe.

Eat a light breakfast.

Drink plenty of water.

Have your jewellery and accessories ready.

Relax and enjoy being looked after.



WEDDING MORNING CHECKLIST

Speaker & Wedding Morning Playlist

Lipstick/gloss - for your top ups!

Powder & blowing papers (if you get extra shine)
- for your bridal bag

Snacks & hydration!

Hydrating eye masks an hour before makeup

Chewing Gum or Mints

Robes or loose PJs to get ready in

Nipple covers/tit tape!

Cotton gloves to do up your dress (to avoid marking)

Travel sewing kit..... just incase!

Scissors (I'm forever leaving mine at weddings with last min label cutting!)

Tissues

Blister Plasters

A mini fan - for those hot days!

Calms drops or gummies, natural way to ease the nerves!



WEDDING

Timeline example

Remember, every wedding is different —
these are just suggestions

WEDDING TIMELINE

06:30 A.M. - FIRST BRIDESMAID MAKEUP

9 A.M. - 11 A.M. - BRIDE MAKEUP & HAIR

- BRIDE AND BRIDAL PARTY

12 P.M. - 1 2:45 P.M. - GETTING DRESSED

- BRIDE AND BRIDAL PARTY

1 P.M. - 1:30 P.M. - FINAL TOUCHES

- BRIDE AND BRIDAL PARTY

2 P.M. - 2:45 P.M. - CEREMONY

- GET MARRIED



BEST DAY EVER

“Sarah was fantastic from
bridal trial to the big day.
She brought a lovely chilled
vibe to the morning.”

SARAH E ARTISTRY



CONTACT

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