

# Glamourpuss

Bridal tips for a picture-perfect face | BY LORNA GENTRY

It could have been a disaster. Phoenix portrait and wedding photographer Holly Schumacher stared in horror through her lens at the orange-faced woman she was about to photograph. "She must have used a

fake tan lotion," Schumacher recalls, grimacing. She had to make all the photographs black and white because there was no way to color correct that hideous tone. Fortunately, Schumacher was

photographing a birthday party, not a wedding. "If she'd been a bride, it would have been just awful," she says.

"I tell brides not to go to a tanning booth or use a spray tan right before the wedding," says Schumacher. "And I always recommend brides use a professional makeup artist; it makes my job so much easier."

If you have a bride who insists on doing her own makeup—or having a friend do it—pass along some advice from the experts to save you hours of Photoshop repair. Here are 10 beauty tips from makeup artists Steve Moore of The Moore Agency in Atlanta and Deanna Rene of Scottsdale, Ariz., and a few from Schumacher, too. Pass on these tips during the consultation, post them on your website, and print them on a small laminated card to tuck into the bride's makeup kit.

**1. BLEND, BLEND, BLEND.** You can use your everyday makeup, but use more than you normally use every day. Many makeup professionals use airbrush makeup, the method of choice for high-definition TV, because it's lightweight, waterproof and gives flawless coverage.

**2. SOMETIMES LESS IS MORE.** Use less makeup for a day wedding and more for evenings. You can get dramatic with eye makeup.

**3. DON'T SKIMP ON CONCEALER.** Use a moisturized concealer on the thin,

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sensitive skin under the eyes. If your concealer isn't moisturizing, blend it with a skin cream. For blemishes, first treat them with a natural or over-the-counter anti-inflammatory, then cover with concealer.

**4. DO A MAKEUP TRIAL RUN.** It's the only sure-fire, stress-free way to make certain your makeup will look beautiful.

**5. NOT ALL MINERAL MAKEUP IS CREATED EQUAL.** Titanium dioxide, a chemical used as sun block, can reflect flash, giving the bride a ghostly appearance. In 2009 makeup artist Annie May launched a line of mineral makeup especially formulated for photography called Advanced Mineral Makeup. May promises

it won't white-out the bride under a flash.

**6. USE WATERPROOF MAKEUP WITH STAYING POWER.** You don't want to spend your reception in the bathroom reapplying your makeup. Foundation, eyeliner and mascara all should be waterproof. And in case you cry (and you probably will), have a tissue or handkerchief handy to gently blot your tears right at the eye.

**7. KEEP YOUR LIPS MOISTURIZED AND COLORED.** Dry lips look dreadful in photos. Have someone carry your lipstick for you and touch up often. Matte and gloss lipstick both photograph well, and be sure to use blended lip liner for enhanced definition.

**8. DON'T FORGET THE GROOM.**

If the groom is red faced due to too much sun (or drinking), a little powder can help. That goes for shiny heads, too. And it's a good idea to slip a tube of Chapstick in the groom's pocket for his dry lips, as well as a handkerchief to dab well-wishers' makeup smudges off his suit.

#### **9. DON'T SPRINKLE ON GLITTER.**

In photographs, it tends to look like little white spots, as if there's something wrong with the camera.

**10. REMEMBER** to apply foundation and powder to your neck, shoulders and décolletage—you want your head to look like it belongs to your body!

*Lorna Gentry is a freelance writer in Atlanta.*

