

Give Good Face

Preferences differ, naturally, but when it comes to bridal makeup, “fresh, glowing, and timeless” is the most requested look. To achieve that, there are certain rules that apply to everyone. Here’s what it takes to appear beautiful both on and off camera throughout the entire day. **BY LAUREN MATTHEWS | PHOTOGRAPHER: ELIZABETH MESSINA**



SKIN

APPLY MAKEUP IN NATURAL LIGHT Always face a window when putting on makeup, or take a mirror outside every so often during application to check blending and avoid streaks. “Brides are likely to be seen in daylight even if it’s an evening wedding,” says makeup artist Laura Nadeau. “Makeup applied in natural light will always look truer than makeup applied under artificial light.”

USE A PRIMER A primer will fill in pores and fine lines to create a smooth, even skin tone. Plus, it keeps excess oils from destroying the effects of makeup, helping foundation stay fresh longer, says beauty pro Stacey Lyn Weinstein. **Try:** Napoleon Perdis Pre-Foundation Pore Perfecting Primer, \$39



EMBRACE YOUR NATURAL SKIN COLOR “Tanning and bronzing overload is the number one mistake I see brides make,” says makeup artist Carissa Passerella. “Nothing dates a photo faster than a too-tan bride; plus, natural skin tones photograph best.”

REMEMBER: WITH FOUNDATION, LESS IS MORE Makeup is about enhancing your features, not obscuring them. “I recommend using the smallest amount of foundation possible,” says makeup artist Sheree Poulos. “Ideally, I’ll use just concealer if I can get away with it.” If you have problem skin, oil-free foundations are the way to go

(unless your skin is very dry) because they stay on longer. For severe acne, consider airbrush makeup. “It’s great for someone who has problem skin or who is used to wearing lots of makeup,” says Sheree. “It photographs flawlessly—but be aware that there’s a tendency to look very made-up.” **Try:** Classified Cosmetics Era Face Spray On Foundation, \$55



STAY AWAY FROM FOUNDATION WITH SPF

“SPF interferes with camera flash and makes you look washed-out in photos,” says Stacey Lyn. (Not to mention, your face and chest will be two different colors.) This rule also applies to mineral makeups (which don’t have great staying power, either).

Instead, look for high-def foundations and powders. “High-def products are meant for photography and don’t contain SPF,” says Carissa. “They’re also lightweight, but contain skin-flattering pigments, so they pack a powerful punch when it comes to covering up imperfections without being noticeable in photos.” And if you’re having an outdoor wedding and need to wear SPF? “Apply a moisturizer with SPF 15 an hour before putting on makeup,” says makeup artist Cicelee Padilla.

Try: Eve Pearl High Definition Dual Foundation, \$54



RESIST THE URGE TO PILE ON THE POWDER

An overly matte look tends to absorb light and highlight fine lines in photos. Instead, apply a light layer of sheer, translucent powder without pigment. “This sets the

foundation without building more color or coverage than you need,” says Stacey Lyn. Use blotting papers to touch up throughout the day. **Try:** Koh Gen Do Cosmetics Maifanishi Face Powder, \$35



USE MORE BLUSH THAN YOU THINK YOU NEED Flash photography tends to wash out your face. “You definitely have to wear more blush than you’re used to in order for it to show up on camera,” says makeup pro Dana Bartone. Layering is the key to longevity, so apply a matte powder blush (no shimmer) on top of a cream or gel blush. To figure out the best color, pinch your cheek or use your lip tone as a guide.

Try: Benefit Georgia, \$28; Smashbox O-Glow, \$26



SEAL THE DEAL For a smudge-resistant, non-cakey finish, mist skin with makeup sealant once you’re done applying everything. **Try:** Mehron Barrier Spray, \$8.95



EYES

DON’T SKIP THE EYELID PRIMER To make sure eye makeup stays put, start with a primer. “This gives makeup something to adhere to so that the natural oils of the skin don’t eat through the shadow,” says Laura. **Try:** MAC Paint in Bare Canvas, \$16.50



APPLY ABSOLUTELY NO GLITTER & GO EASY ON SHIMMER Pearlescent and glittery products create hot spots in photos and emphasize fine lines. “When in doubt, go matte,” says Carissa. “Too much shimmer reads as shine in photos, especially if the wedding is outdoors.” So limit products with (finely milled) shimmer to the cheekbones and the inner corners of the eyes.

REPEAT AFTER US: EYELINER, YES; EYE PENCIL, NO “Even if you don’t wear eyeliner in your day-to-day life, you’ll want to line at least

the top lid for definition in photos,” says Cicelee. But never use pencils, which smear easily. Instead, try a water-resistant gel liner applied with a thin, angled brush. (Note: This is tricky, so practice obsessively or hire a pro.) And if you want, layer a powder shadow over the liner—they’ll adhere to each other and provide extra staying power. **Try:** Stila Smudge-pot, \$20



WEAR FALSIES Even if you’re going for a natural look, don’t dismiss false lashes. “They help your eyes to show up so much better in photos,” says Cicelee. “And once you’re used to them, you won’t even remember they’re there.” Apply mascara, let it dry, then apply lashes using clear eyelash glue.

DON’T FORGET YOUR BROWS Eyebrows (especially blonde ones) can fade in photos. Use a matte powder in a matching shade and an angled brush to fill them in.

LIPS

DON’T GO NUDE “The trend right now is to wear only clear lip gloss,” says Cicelee. “But while a nude lip can look okay in real life, lipstick looks much better in photos.” But be careful of what color you choose. “Brownish lipsticks photograph terribly,” says Laura. Mauve to pink is usually your best bet for bridal; if you want to do a red lip, make sure it’s a nighttime wedding. “A good rule is to go a few shades deeper than your natural lip color, to avoid looking washed out,” says Carissa.

SKIP LONG-WEARING LIPSTICKS “Long-stay lipsticks tend to wear off in the middle and look chalky and dry,” says Sheree. “I suggest

reapplying regular lipstick instead.” For longevity, just layer. “Lip liner is a great base because it gives lipstick something to adhere to,” says Dana. Then use a lip brush to apply lipstick (this helps you work it into lips better, and prevents you from using too much). Finish with just a touch of gloss—you want to avoid a superreflective “wet” look. **Try:** Victoria’s Secret Makeup VS Lip Gloss in Blush, \$10



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