

A woman with long, wavy blonde hair is seated in a black chair, wearing a white long-sleeved shirt. She has her eyes closed and a serene expression. A makeup artist, seen from the back and side, is styling her hair with a black hairbrush. The scene is set in a room with a large, ornate, gold-colored mirror in the background. The mirror reflects the woman and the makeup artist. In the foreground, there are several makeup brushes in blue and white containers on a table. The overall atmosphere is professional and elegant.

LOIS DAISY
BRIDAL MAKEUP ARTIST

THE BRIDAL EXPERIENCE

2026

BOOKING PROCESS

CONTACT

If you'd like to make an enquiry, you can contact me via social media or through my website: www.loisgilruthmakeupartist.co.uk.

When getting in touch, please include your wedding date, the number of people requiring makeup, and the location where you'll be getting ready.

BRIDAL MAKEUP DISCOVERY CALL

I'll organise a phone call for us to chat through everything in more detail — your colour scheme, makeup style preferences, trials and skincare. It's also a great chance for you to ask me any questions.

QUOTATION & BREAKDOWN

After our discovery call, I will email you a full breakdown of costs and the basic details of your wedding, along with a contract.

TRIAL APPOINTMENTS

All trial appointments take place at my home studio (WF10) unless an alternative location is requested and agreed upon.

- Bridal trials: **£85.00**
- Guest trials: **£70.00**

Bridal trials are highly recommended, as they give me the opportunity to understand your style and create a look that perfectly matches your vision.

RESERVING YOUR DATE

To secure your wedding day, simply sign and return your contract. Once received, I will provide my payment details for your deposit, which is 50% of your total booking fee. The remaining balance will then be due four weeks prior to your wedding. This ensures your date is reserved and allows me to prepare every detail of your bridal beauty experience

MINIMUM & MAXIMUM BOOKING

I have a minimum booking of two people and can take bookings of up to five for makeup on the day. If your party is larger, I collaborate with professional makeup artists who work alongside me and match my style, so everyone is beautifully looked after.

GLAM TIMELINE

Once your booking is confirmed and your ceremony time is set, I'll create a personalised glam timeline for you and your bridal party. This helps the morning run smoothly and ensures everyone's makeup is ready on time, so you can relax and enjoy getting ready for your special day.

Hey Lovely,

Congratulations on your upcoming wedding!

This is such an exciting time, but I know that for many brides it can also feel a little stressful and overwhelming at times.

That's exactly why I created this bridal makeup brochure — to answer any questions you may have and to put you at ease by walking you through what it truly means to have a professional bridal makeup artist by your side on your special day.

First of all, I'd love to tell you a little bit about me and my background.

My name is Lois, and I work full-time as a professional makeup artist specialising in bridal makeup. I'm based in Yorkshire, but I absolutely love to travel to wedding destinations across the UK and beyond.

I genuinely adore what I do. Every bride has her own unique story, personality, and style, which means no two weddings — or makeup looks — are ever the same. That's exactly how I like it.

My signature style is timeless bridal glam, and I'm able to create any look based on your individual vision — from soft and natural to full glamour — while ensuring you still feel like the very best version of you.



A Little Note From Me

Thank you so much for considering me as your makeup artist for such a special moment in your life. It truly means the world to be trusted with your bridal makeup, and I feel incredibly honoured to be part of your wedding journey.

I love helping my brides feel confident, calm, and fully prepared ahead of their makeup appointment. Below are my top tips to ensure you get the very best experience both before and during your bridal trial — and on the wedding day itself.

Preparing for Your Bridal Trial & Wedding Day

Skincare Routine

Healthy, hydrated skin is the foundation of beautiful makeup. If possible, establish a consistent skincare routine well in advance. Visiting a trusted skincare professional or brand for personalised product recommendations can be incredibly beneficial.

Facials & Skin Treatments

Hydrifacials and other relaxing, non-invasive facial treatments are a wonderful way to prep the skin. Not only are they calming, but they also help bring your skin to its best condition before your trial.

Aesthetic Treatments

Any Botox, fillers, or other invasive treatments should be completed well in advance of your wedding date to allow everything to fully settle.

Avoid Last-Minute Changes

Please avoid introducing new skincare products close to your trial or wedding day to minimise the risk of irritation or reactions.

On Your Trial Day

- Wear a white or light-coloured top, ideally with a similar neckline or cut to your wedding dress
- If possible, book your hair trial on the same day for a complete bridal look
- Bring inspiration images (no AI-generated images, please) along with your wedding colour scheme
- Trust your instincts and be open about what you love — and what you don't

Your trial is a collaboration, and honest feedback is key to creating your perfect bridal look.



Bridal Makeup: Morning-Of Guide

To ensure a smooth and relaxed makeup experience, please have a suitable area prepared for makeup application. Ideally, this space should include:

- A cleared table of a good size
- Access to a nearby plug socket
- An area away from heavy foot traffic
- I will provide my own chair & lighting
-

Before your makeup begins, I recommend assigning your maid of honour or a trusted guest to handle any questions or logistics on your behalf. This allows you to fully relax, enjoy the process, and soak in what is often the calmest moment of the day.



Skin Preparation

To achieve the best results, you and any members of the bridal party receiving makeup services should cleanse your face and apply your usual skincare routine before the artist arrives. Skin preparation should be completed at least 20 minutes prior to your scheduled appointment to allow products to fully absorb.

Important Notes

- Please ensure, no steaming or pressing of dresses should take place after hair and makeup are complete, as heat and steam can affect the longevity of both.
- Touch-up kits will be provided on the day to help keep your makeup looking fresh and flawless throughout your celebrations.

**“I believe that all women are pretty without makeup — but with the right makeup can be pretty powerful.” —
Bobbi Brown**

ONE FINAL NOTE

MOST IMPORTANTLY, DON'T FORGET TO ENJOY EVERY MOMENT.

YOU'VE WAITED A LONG TIME FOR THIS DAY AND PUT SO MUCH LOVE AND CARE INTO PLANNING IT. TRUST IN THE PROCESS AND ALLOW YOURSELF TO TRULY SOAK IT ALL IN.

YOUR WEDDING DAY IS EXACTLY THAT — YOURS. ALL OF YOUR SUPPLIERS WILL BE PREPARED, PROFESSIONAL, AND READY TO DO THEIR JOBS SEAMLESSLY, SO TAKE A DEEP BREATH AND LEAVE EVERYTHING IN OUR HANDS.

RELAX, BE PRESENT, AND ENJOY WHAT WILL BE ONE OF THE MOST BEAUTIFUL DAYS OF YOUR LIFE.

LOIS DAISY MAKEUP ARTISTRY

YOUR BEAUTY, YOUR GLOW, YOUR MOMENT

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