

*Whole Life Beauty by KK, LLC*

# *Wedding Makeup Skin Care Prep*

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## ***BIG DAY, FABULOUS YOU***

### **PREP FOR YOUR BEST SKIN**

First of all, Congratulations once again! You've done so much planning, arranging and rearranging, and the 60 day countdown to your **Big Day** is here. Aren't you excited? I know I am! You've entrusted me with styling your makeup for one of your biggest life events, and I'm here to help you get to the finish line with *your best face forward*. Here are several helpful steps you can take to keep that skin in peak condition for all the smiles, photos, and whatever parties and up-close warm embraces are allowed during this time.

To begin with, if you haven't already, please go to <https://wholelifebeauty.biz/> and download your complimentary, 5 page ***20 Minutes a Day to Better Skin***. I wrote this handy guide that is packed full of helpful, daily wisdom to *keep your skin glowing year-round*.

Now, to **ZERO IN** on this smaller window of time for your **best skin on the Big Day**:

**WATER** - as stated in my complimentary guide, water is the *best skin care product. Ever*. Why? It flushes out toxins from stress, junk food and environmental pollutants. It also keeps your face plumped and eyes brighter.

How much water? If you can drink half your body weight in ounces, **DO IT**. If you can manage 2 liters a day (roughly 8-8 oz. glasses), **DO IT**. If you don't have a habit of keeping track daily, commit to adding 8 ounces of water per day to whatever you're already consuming. Continue for 7 days so that your bladder adjusts to the change, then add an additional 8 ounces per day for 7 days, and so on. Level off and *maintain your daily water intake for the final two weeks*. Your goal by the **Big Day** is a controlled bladder and radiant skin.

**DEEP BREATHING** - if you have a regular workout routine, keep up with your commitment. Not only will you be perfectly toned for The Dress and ready for the marathon schedule of events, but your *skin will also be reaping the workout rewards*. Whether gentle yoga and stretching or HIIT, deep breathing causes an increased exchange of carbon dioxide from the body and all the toxins attached to it, for life-giving oxygen to the brain and blood vessels, providing greater clarity in thinking and *stimulating healthier skin cell renewal*. Here's a great article on skin improving breath techniques that can help you get started:

<https://mmspnw.com/article/3-simple-breathing-exercises-for-beautiful-skin/>

Make *15 minutes a day* for this if you don't already. Your better skin craves it!

**SURGICAL OR CLOTH MASK SKIN ISSUES** - *Thayer's Blemish Clearing Toner - Witch Hazel, Aloe Vera with 2% Salicylic Acid and Lemon* will prevent and treat not only blemishes, but toxin overload from breathing your own carbon dioxide all day. Transfer this product to a travel size spray bottle for your purse, and every two hours or so, remove your mask, spray the side you wear against your skin twice holding the bottle about 6 inches away from the mask, wait a few seconds to dry and then replace the mask over your nose and mouth. For those of you getting patchy, dry skin from mask wearing, press a drop or two of rose oil onto skin and/or use *Thayer's Facial Toner - Witch Hazel, Aloe Vera Formula with Rose petal, Alcohol Free* to spritz throughout the day as described above.

**BLEMISH CONTROL** - you've probably been working on this already, but let's come together for this last 60 days.

**NUTRITION** - 60 days out is a great time to do a cleanse. If the idea of a colon cleanse seems extreme or just impractical, no worries. You can make better choices that will more gently create healthier cells from the inside-out. Begin *adding more raw veggies times daily*. Add raw spinach or kale to your breakfast smoothie, raw carrots and hummus (not a junkie salad dressing) to your lunch, fresh guacamole with raw green beans or celery for a snack and a veggie-only tossed salad at every meal. Why just veggies? Humans already have a penchant for reaching for the sweet stuff, and even raw fruits in combination with other foods that turn to sugars in our bodies react with our hormones and potentially

feed blemish outbreaks. *Cut down or cut out processed sugars* until the parties demand otherwise, and with the added intake of raw, fresh veggies, your body will purge those hormone related toxins.

Note; *your face may get worse breakout-wise for a week or so* as a detox reaction before it gets better! Since the skin is the largest organ by which toxins are released, all the good foods you've been adding to your daily diet push oxidative stress out of your body this way. This is normal and it's good! That's also why you want to begin this process 60 days out instead of closer to the Big Day. But afterward, as you continue with your water and fresh veggie commitment, things should only continue to improve.

*Now for topical help*, I highly recommend *Juice Beauty Blemish Clearing Serum* as a treatment after cleansing, and for on-the-spot-only treatment, *Burt's Bees Maximum Strength Spot Treatment Cream*. For moisturizer, *Osea Blemish Balm*, or for very oily skin, *Beautycounter Matte Effect Gel Cream*. Last, *Ever* has a fabulous under makeup primer called *Shine Shield*, which over time, also fades acne scars. Another clear and clean skin solution if you're into sheet masks is *100% Pure Anti Acne Masks*, which boasts impressive reviews.

If skin begins to feel or appear rubbery or flaky, reduce the frequency of blemish control topical beauty products to once a day. Once your outbreaks are in control, reduce the frequency to every other day.

**DEEP CLEANSING MASK** - this is about drawing up those toxins that accumulate below the surface that can clog pores, create blackheads, whiteheads, and extra oil production on the surface because your moisturizer can't break through. 2x week is the ticket for these masks; be careful not to overdo with too many products in one sitting. Clean beauty products are typically more concentrated (active ingredients), have less filler (inactive ingredients), which means your skin can appear more reactive, especially with deep cleansing, pore refining masks. If your skin appears bright pink and tingles after using, that's normal, and it may remain that way for an hour or more (flaming red and a burning sensation are not normal and the sign of a product not meant for you). Curb the plans to go out on the town or have bridal portraits taken after using this kind of mask. The best place to go afterward? **BED**. The treatment will be able to penetrate thoroughly while you sleep, and your skin tone should be bright and glowing when you wake up.

**Mud masks** – pore cleansing and refining. *Heritage Store Ancient Healing Clay*

**Charcoal masks** – pore cleansing and refining, extra detoxification. Usually harsher on sensitive skin types. I recommend these clay/charcoal hybrids: *Boscia Luminizing Black Charcoal Mask* or the added salicylic acid bonus for exfoliation, *Beautycounter Counter + Charcoal Facial mask*.

**SENSITIVE OR ROSACEA PRONE SKIN** both require more hydration, even though there may be patches of oil that appear on the skin. It's important to use emollient (hydration that's actually skin absorbing and comforting, providing a sensation of relief after application) without clogging pores.

**Cleanse** with a creamy or lightweight oil-based cleanser, like *Juice Beauty Stem Cellular 2 in 1 Cleanser*, made specifically for sensitivities, combination and even mature skin types. I also recommend *Beautycounter Lipid Defense Cleansing Oil*, whose lightweight formula dependably removes all traces of makeup on face and eyes without settling into pores – it's a fantastic product. You may say, "Oil? No way! I already have oily skin!" Here's the thing: **OILS BREAK DOWN and DISSOLVE OILS**, and the right kind will not cause your skin to produce more unwanted oil.

A **beautiful**, lightweight facial oil that penetrates to soothe and nourish with a Vitamin C booster and Bulgarian roses is *Ever Daytime Brightening Serum*. You'll love the all natural scent and the immediate calm to your skin.

It's important to avoid an overload of starchy, sugar-laden foods with these skin challenges, as sugar actually feeds rosacea and can lead to various skin sensitivities that appear on the face and even your body. So save the sweet treats and beverages for the prenuptial festivities, and avoid them entirely if you can (YES, you can!) otherwise.

**Moisturizer** is a must, so something gentle yet effective is *Alba Botanica Hawaiian Moisture Cream*, available in both *original* with lightweight fruit and vitamin E oils, *and an oil-free* formula. These products are inexpensive and readily available at Target, larger grocery stores and health food stores.

For more mature skin, I recommend *Ever Youthful Restorative Night Concentrate* in convenient ampules, individually portioned and sealed in the perfect dose to treat and hydrate, under your favorite moisturizer 3 or 4 nights a week during

flare-ups or if your Big Day is during a severely cold month, and 2x week otherwise. Follow up with *Ever Hydralift Rich Cream* to seal in the moisture.

**DRY SKIN year round that can also be DULL, PATCHY OR FLAKY** - needs consistent care and attention. As stated above, the amount of plain water you drink each day is your best defense, and 60 days is plenty enough time to make a difference! How you cleanse is also important, and the cleansers listed under **Sensitive and Rosacea Prone Skin** are excellent for dry skin, along with another unexpected one: good, old fashioned *raw, organic coconut oil*. This kind of oil is richer and is therefore not recommended for use on other than normal or consistently dry skin. Another benefit of coconut oil is the conditioning it gives eyelashes and brows. Many women, myself included, notice fuller lashes and brow hair when consistently cleansing with coconut oil in the eye area. Please do not use cheap, hydrogenated or otherwise chemically processed or pesticide-laden coconut oil on your face. Those toxic variations make a difference long term to your overall health, and no bride or her future spouse wants that!

Use a **hydrating oil** regularly, after cleansing and before moisturizer. Pure, organic rosehip and squalane oils penetrate effectively and quickly without clogging pores. Less is more, no need to overdo! Start with two small drops and pat and hold onto each section of the face, for just a total of 30 seconds or so. *Andalou Naturals 1000 Roses Moroccan Beauty Oil* is available at health food and many big box stores, and *Peter Thomas Roth Oilless Oil 100% Purified Squalane*, available at Ulta, bluemercury and many department stores, are both excellent choices.

**HYDRATE** with intensely moisturizing *Juice Beauty Nutrient Moisturizer* or for mature skin, their *Stem Cellular Anti-Wrinkle original or Night Cream*.

*Sheet masks* are a great, 10 -30 minute way to treat and comfort tight, dry skin, and can be especially helpful when used the morning of a nighttime engagement party or Girls' Night Out, or the afternoon **before** a morning or early afternoon Big Day ceremony. Some to consider: *100% Pure Deep hydration Masks* or their *Collagen Boost Masks*, available online. Also try *Miss Spa Rose Stem Cell Renewal Masks* or their *Hydrate Facial Sheet Masks* available at big box stores like Target and Ulta.

**OVERNIGHT MASKS** - typically for intensively hydrating and/or brightening.

**Hydrating masks** - can be made from products you already own, by mixing generous amounts of a skin penetrating oil or ampules with an emollient night cream, using those brands named above. 2x-2x week.

**BRIGHTENING MASKS** - are for those who find their skin with an ashy or dull cast, perhaps with uneven skin tone from hormones, blemish scarring or the sun. My go-to favorites are the *Beautycounter Overnight Resurfacing Peel*, applied as a leave on product at night, 3x week under moisturizer. This yields deeper, long term results with the cellular turnover process. *Miss Spa Rose* and *100% Pure* also make brightening sheet masks that can yield glowing results with just a few applications for short term benefits.

Remember, as with all topical skin care and body products, if you're concerned about skin sensitivities, make sure to test drive anything new on your jaw line to check for a potential reaction. Many products will produce tingling and pink skin upon contact, but with continued use will not be as reactive. That's why it's so important to gather these products according to skin type ahead of time to allow time to change directions, if need be.

**SMILE** - this is YOUR Big Day, your big event, your deepest commitment of love to your person through the journey of life. Together. Think about the years of marriage ahead if the wedding day details bring you stress, and *smile*.

Here's the skinny on smiles: the short term benefits are an immediate calming of the heart rate, plus a flurry of endorphins to snap you out of any downward mental spiral at the onset of stress. The long term benefits of habitual smiling are continual, improved stress management and physical health over time (it actually strengthens your immune system!), *plus a prettier face*. The muscles used in our happy faces work the skin upward and outward, resulting in firmer, more appealing skin. The price? Absolutely **FREE**.

<https://theconversation.com/secret-to-a-healthy-appearance-smiling-says-science-82520>

And last, aren't smiles contagious? YES! I live by the motto, "***Smile and the world smiles with you.***" It's so true. Embrace this season of your life with joy, and again, best wishes and **thank you** for inviting me to be part of your wedding day journey.

***KK Shoaf***

**Helpful websites:**

100% Pure: <https://www.100percentpure.com/>

Ever Beauty: <https://www.stelladot.com/?ref=kkbeauty>

Use coupon code:kkbeauty

Beautycounter: <https://www.beautycounter.com/karenshoaf>

**Shop in town or online for these brands:**

Sephora and Ulta Beauty - Boscia, Peter Thomas Roth, Andalou

bluemercury - Juice Beauty, Peter Thomas Roth, Osea

Target - Miss Spa Rose, Alba, Andalou (online)