

## **MAKE-UP FOR THE DAY – MEMORIES FOR A LIFE TIME**

*By Madeleine Botha*

**Madeleine Botha** found her passion for professional make-up on her own wedding day and loves using her talent to enhance a bride's natural beauty so that she can truly be "Princess for a Day."

Every bride imagines herself walking down the aisle to spontaneous gasps of awe and the dazzling flashes of cameras as everyone jostles to get the best view of her. She visualises herself making an entrance, looking radiant and more beautiful than she has ever looked in her life, as she makes her way to the altar and her expectant Prince Charming. Even though the rosy visualisation often fades at that point; there is no reason why your make-up should. Looking your best should be a priority for the entire day, not just for the first few hours, which is why it is so important to have quality cosmetics applied by a professional make-up artist.

The process of ensuring you're wearing make-up that lasts begins even before you've applied your foundation. Dark circles under your eyes, pimples, blemishes, and other unattractive marks need to be taken care of first. Kryolan has a range of Camouflage Crème which comes in various shades ranging from mint green to red. This is applied before the concealer to neutralise the problem areas so that your face will look flawless after application of the foundation. Regular foundation that you use on a daily basis often contains fish scales which will cause your face to reflect in photographs which is why it is better, on the big day, to use brands that are used on photographic models. Professional Make Up is a brand that is popular with make up artists and it assists in enhancing our best features while hiding your flaws. Ensure that waterproof mascara is used so that you don't ruin your make up if you get emotional.

A good make up artist will supply you with a touch up kit consisting of the wedge used to apply your foundation, a small container with enough loose powder to last you through the wedding night and a sample of the lipstick to be used later in the day for touch ups. Select a bridesmaid or someone in your retinue who has an eye for detail who can carry your kit around if your face gets shiny or if more lipstick is needed – ensure that a napkin is placed down the front of your dress if make-up is to be reapplied.

An experienced make-up artist will use brands that have proved to be effective and she can offer you tips and advice for the day that often prove invaluable. Your wedding lasts a day, but the photographs last a lifetime – ensure that you are looking your best in every single one of them.