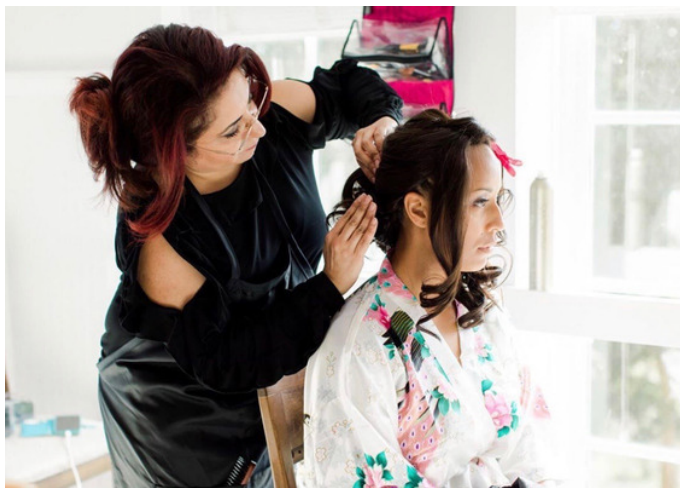


Looks BY LINA

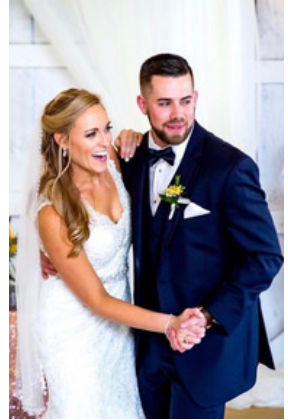
MAKEUP PROCCESS GUIDE



BY: LINA WALKER

WELCOME!

My Client's satisfaction is my number one priority. I love it when my client looks in the mirror and just love their makeup and/or hair. I love to keep the air light by joking and getting to know each one of my clients. I approach each client with respect. I study my clients' hair and skin then work my magic.



My philosophy is to start light with the makeup then build on to my clients' wishes. My clients are totally involved in the makeup and hair processes as I sit them down with a mirror and take pictures to see how the makeup and hair look in the photos. I remind my clients that makeup looks lighter in photos and that Pinterest pictures are photoshopped. I am versatile in my makeup application and can do any look my client wants whether it is "no makeup" makeup, natural or glamorous. I am also experienced with all skin tones and hair textures.

Regards,

LINA WALKER

Makeup Artist & Hair Stylist

WHAT YOU CAN EXPECT FROM ME

01

Professionalism

02

Quality Work

03

Confidence

BY: LINA WALKER

SERVICES

Booking for any kind of occasion!

I customize my approach to suit each individual client. I am here to make you look fabulous using the best professional products.

Let's schedule your trial now!

- Bride Makeup
- Prom + Homecoming
- Bridal Parties
- Photoshoots

COMMUNICATION

I try to respond personally to all messages within 24 business hours.

PHONE

301-980-1707

EMAIL

Servicewithlooksbylina@gmail.com

FACEBOOK

facebook.com/looksbylina01

INSTAGRAM

@walker.lina

BY: LINA WALKER

PACKAGE SHEET

MAKEUP

Bridal Makeup Consultation	\$95
Additional Makeup Consult	\$65
Bridal Makeup (bride only)	\$250
Bridal Makeup (Bride +2-3)	\$150
Diamond Package (Bride +8 include bridal Trial & Lashes)	\$685
Platinum Package(Bride +6 include bridal Trial +Lashes	\$585
Gold Package(Bride +4 Trial & Lashes	\$475
Bridesmaid, Mom, ect	\$65
Junior Makeup (12-15)	\$35
Flower Girls (under 12)	FREE
Airbrush	\$35 per
Lashes	\$20-\$35
Tattoo Coverage(depend on size)	\$35 &up
Eyebrow cleaning/trimming	\$25
Touchups	\$50

HAIR

Bridal Hair Consultation	\$95
Additional Hair Consultation	\$65
Bridal Hairstyling	\$95-120
Additional Hairstyling	\$65-95
Flower Girl	\$35-55
Extension Application	\$35

FAQs

Still have more questions? please don't hesitate to contact me and I would love to answer any an all additional thoughts.

01. DO I NEED TO HAVE A TRIAL?

I highly recommend having a trial as we get to experiment with colors (for makeup) and hair styles. Please allow enough time for your trial as I spend 2 hours on makeup trial and 1-2 hours on hair depending on the style.

02. WHAT IS YOUR PROCESS?

I start by getting to know my clients and their needs preferably by chatting with them. During the chat, I ask the following questions:

- What is the size of your bridal party?
- Who is getting what service?
- What's your dream makeup look? Please send me an inspirational picture but it is not needed. Please keep in mind that pictures on Pinterest are photoshopped.
- What are the hair styles you want for you and each of your bridal party? Please send me an inspirational picture. Please keep in mind that most of the models on Pinterest are wearing extensions.
- Do you plan on adding extensions? If yes, please make sure that they match your hair color and can take high heat.
- What is the "done by" time?
- Are you doing "first look"?

After the chat, we book a date to have the trial(s).

At the end of the trial, clients sign their contract and pay the retainer so I can block the day for them.

I am very organized and send a schedule to the bride about a week to ten days before the big day so we agree on who is sitting in my chair at what time and getting what service. This way we all know the timeline and not run into an issue of being late.

I ask the bride if she wants to make any changes a few days before the big day.

FAQs

Still have more questions? please don't hesitate to contact me and I would love to answer any an all additional thoughts.

03. WHAT IS THE BEST MAKEUP?

I get asked this question all the time especially from those who don't wear makeup. I ask them, are you referring to eyeshadow, eyeliner, foundation, etc.? The majority answer: Foundation. I tell everyone that the best makeup is SKIN CARE. If you take care of your skin by keeping it hydrated, clean and moisturized any foundation you choose would look awesome. I use RCMA which is professional cream foundation that I can customize to the clients' request as far as the type of coverage: light, medium, and full. It is plant based and doesn't clog your pores.

04. WHY SHOULD I BOOK AN EXPERINCE HMUA?

As an experienced HMUA, I can handle all skin or hair issues. I also know what works best with photography and flash i.e. not a lot of highlight, appropriate foundation etc.

05. WHAT'S THE DIFFERENCE BETWEEN MUA AND INSTAGRAMEER?

Most young and up and coming "Instagram makeup influencers" don't have enough experience and can only do their own makeup but not others. Most haven't even been in the business long enough to practice hygiene protocols when applying makeup. Bridal makeup needs to be timeless not trendy. They also approach each client the same way; no customization.

FAQs

Still have more questions? please don't hesitate to contact me and I would love to answer any an all additional thoughts.

06. HOW FAR AHEAD SHOULD I BOOK YOU?

As soon as you possibly can. Once you book your photographer, you should book your hair and makeup artist as you want to look your best in photos. Wedding season starts in March and ends in November. I usually get booked a year in advance in the following months: June, September, October and November.

07. WHAT'S YOUR ADVISE FOR THOSE WHO HAVE A FAMILY MEMBER OR A GIRLFRIEND WHO WANTS TO DO THEIR MAKEUP?

I don't recommend having someone close to you do your makeup. You may be inclined to not do a trial or accept what he/she does even though you didn't like the makeup because you don't want to upset him/her. Save your relationship and book a professional.