

MAKEUP BY ASHLEY, LLC

# BRIDAL PRICING & BOOKING GUIDE



# HELLO, *bride to be!*

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I'm Ashley, owner of Makeup By Ashley, LLC based out of Lexington, North Carolina. I am a licensed & insured bridal and event makeup artist, specializing in bridal and professional photography makeup. The wedding industry & bridal beauty is definitely a true passion of mine, as I have been in this industry for 8 years and love it more with every sweet bride I have the honor to work with.

My mission is for my brides and their loved ones feel like their most glamorous and beautiful self on such an important day. Creating a luxurious, stress-free, and fun experience that clients will never forget. Being a part of a bride's wedding day truly is such a beautiful honor that I am incredibly grateful for.

This guide has been created to give you as much information as possible for booking your wedding day glam. However, please always feel free to reach out and ask any questions you may have.

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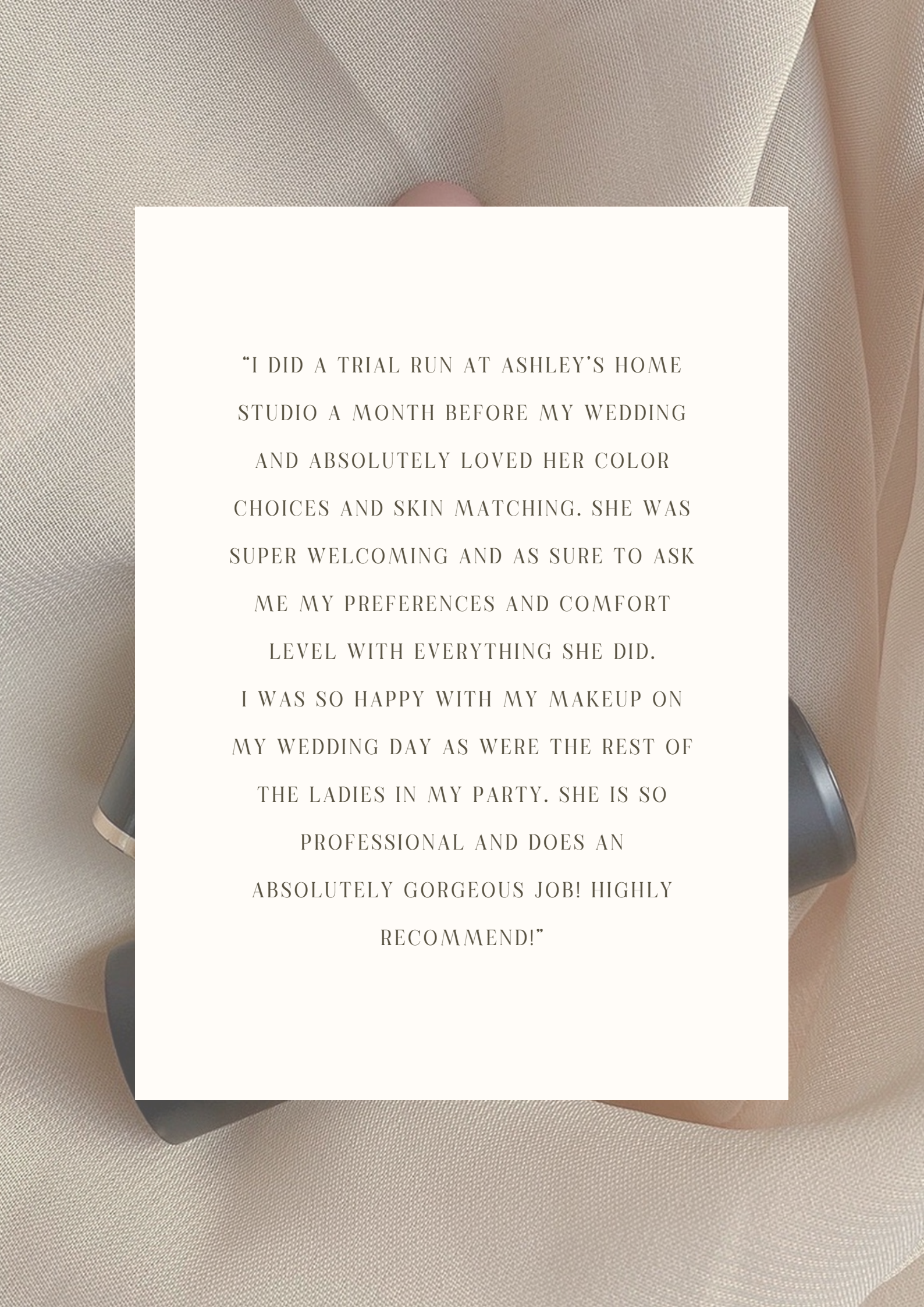
*[makeupbyashw.com](http://makeupbyashw.com)*

*instagram: [@ashleywhetstone](https://www.instagram.com/ashleywhetstone)*

*facebook: [/makeupbyashw](https://www.facebook.com/makeupbyashw)*

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MAKEUP BY ASHLEY, LLC



"I DID A TRIAL RUN AT ASHLEY'S HOME  
STUDIO A MONTH BEFORE MY WEDDING  
AND ABSOLUTELY LOVED HER COLOR  
CHOICES AND SKIN MATCHING. SHE WAS  
SUPER WELCOMING AND AS SURE TO ASK  
ME MY PREFERENCES AND COMFORT  
LEVEL WITH EVERYTHING SHE DID.  
I WAS SO HAPPY WITH MY MAKEUP ON  
MY WEDDING DAY AS WERE THE REST OF  
THE LADIES IN MY PARTY. SHE IS SO  
PROFESSIONAL AND DOES AN  
ABSOLUTELY GORGEOUS JOB! HIGHLY  
RECOMMEND!"

# THE BRIDAL EXPERIENCE

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*all about the bride*

## THE DAY OF \$180

Luxury skin prep, full makeup application, false lashes, décolleté hydration & body glow, touch up kit, the total glam experience for your wedding day.

## PRE-WEDDING SESSIONS \$100

Makeup session for any pre-wedding occasions hosted in-studio. (Engagement Photos, Bridal Shower, Bridal Portraits, etc.) \*On-location is available, but may require a travel fee.

## BRIDAL PREVIEW \$120

A detailed & customized consultation and full makeup application to perfect your wedding day look. All products & photos will be documented to replicate on wedding day.

## BRIDE ONLY PACKAGE \$350

Exclusivity to Makeup by Ashley for your wedding day, no bridal party members receiving services.

*Previews (also known as a trial run) are considered an add on to the bridal package and are not reflected in the contact due to scheduling. This includes a consultation, makeup application, any revisions, and false lashes.*

*Previews are booked for up to two hours and hosted in-studio in Clemmons, NC.*

# THE BRIDAL PARTY

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*besties and family services*

## BRIDESMAIDS

\$120

Skin prep, full makeup application, & false lashes for your maid/matron of honor and bridesmaids.

## THE MOMS

\$100

Full makeup application catered to the mother of the bride/groom & grandmothers.

## JUNIOR BRIDESMAIDS

\$65

Soft glam & age appropriate makeup for your junior bridesmaids. (AGES 12+)

## FLOWER GIRLS

\$25

Age appropriate makeup for the flower girl(s). This includes a small amount of blush, eye shimmer, & lipgloss.

*Any member of the bridal party of a booked bride is eligible for a makeup preview/trial run upon request.  
This is an add-on to the pricing and is \$120 per appointment and hosted in-studio.*

*part one:*

# POLICIES & INFORMATION

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## BOOKING REQUIREMENTS



A \$75.00 booking deposit and signed contract are both required in order to reserve your wedding date. By completing these requirements, your booking will be confirmed on my calendar. This provides exclusivity to Makeup by Ashley, LLC for your wedding date. The deposit will be applied to your final wedding day balance. An accurate and confirmed service count for the total number of makeup applications is required upon booking.

## PROPOSAL & CONTRACT



A customized proposal and detailed contract will be sent to you at your request through my client management system. In this proposal, you will be able to view all services requested, pricing, along with a contract to sign. A signed contract is required to secure the booking.

*\*Dates remain available until both the contract and booking fee are completed.*

## SERVICE MINIMUM



Premium and high-demand dates during peak wedding seasons may require a service minimum to reserve the booking. By meeting the minimum, you will receive exclusive access to Makeup By Ashley for the date. Every situation and event is different, so please inquire for more information regarding your date.

## ON-LOCATION TRAVEL



I am available to travel on-location to your wedding day getting ready site. I travel 20-miles outside of Lexington, NC free of charge, and calculate the remainder of travel at \$0.75 per additional mile.

## PAYMENT



The final balance for all services is due TWO WEEKS (14 days) before the contracted date in one collective payment. Individual and separate payments for services are not accepted. The person(s) responsible for the entire balance of payment is the person(s) whose name(s) appear on this contract. All deposit or retainer fees are completely non-refundable. Payment may be made through your invoice in booking system, Credit/Debit Card, Venmo, or Cash/Check.

*part two:*

# POLICIES & INFORMATION

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## BRIDAL PREVIEWS / TRIAL RUNS



*Although previews are not required, I highly recommend scheduling one before your wedding day. It is a perfect time for us to meet and perfect your desired bridal look. I suggest booking your preview 1-2 months prior to your wedding date to ensure the look is accurate. These previews are approximately 2 hours long and are scheduled in-studio at my location in Lexington, NC. Any member receiving makeup service on your wedding day can schedule a preview. \*Off-site location quoted upon request.*

## OPERATIONAL FEES



*Relocation for the "getting ready site" will require a \$100 fee.  
Bookings for major holidays and holiday weekends will be charged a \$100 fee.  
Early start times contracted before 7:00AM will be charged a fee of \$50 per hour. (This includes travel time from my location to the destination of services.)*

## TOUCH-UP PACKAGE



*Want to book me to stay longer after you say "I do" to ensure you look and feel your best throughout the evening? This add-on service includes unlimited touch ups for the bride along with anyone who received a makeup service on the wedding day.  
Rates begin at \$100 an hour from the contracted ready-by-time.*

## ADDITIONAL ARTISTS



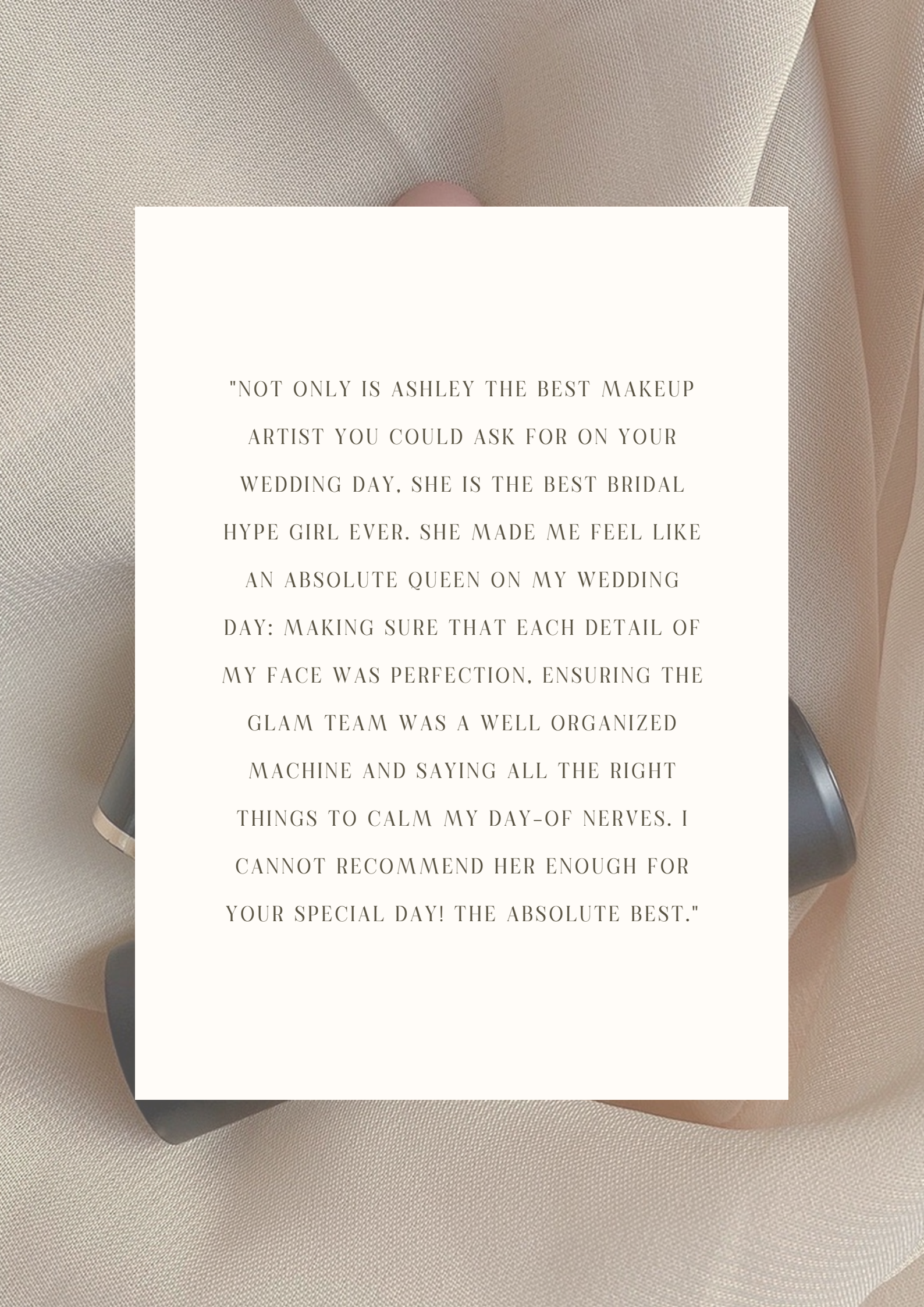
*If a second makeup artist is required, a \$150 fee will apply. (This is up to the discretion of the makeup artist, depending on the size and time frame for the bridal party.) Typically a second artist is needed for parties over 6 or if the window for getting ready time is short. This fee ensures that I am able to book another trusted artist for your wedding day.*

## CANCELLATIONS



*Cancellations must be made at least ninety (90) days prior to the client's reserved date or the client will be responsible for paying the full amount of services agreed upon in the contract.*

ADDITIONAL POLICIES AND INFORMATION ARE LOCATED IN THE BRIDAL MAKEUP CONTRACT, PLEASE REVIEW CAREFULLY WHEN BOOKING & ALWAYS ASK FOR ANY QUESTIONS/CONCERNS.



"NOT ONLY IS ASHLEY THE BEST MAKEUP  
ARTIST YOU COULD ASK FOR ON YOUR  
WEDDING DAY, SHE IS THE BEST BRIDAL  
HYPE GIRL EVER. SHE MADE ME FEEL LIKE  
AN ABSOLUTE QUEEN ON MY WEDDING  
DAY: MAKING SURE THAT EACH DETAIL OF  
MY FACE WAS PERFECTION, ENSURING THE  
GLAM TEAM WAS A WELL ORGANIZED  
MACHINE AND SAYING ALL THE RIGHT  
THINGS TO CALM MY DAY-OF NERVES. I  
CANNOT RECOMMEND HER ENOUGH FOR  
YOUR SPECIAL DAY! THE ABSOLUTE BEST."