



Beauty AND THE BRIDE

Here comes wedding season!
To celebrate the season of love, SPA+CLINIC has put together some of the best tips, tricks, trends and industry experts to get you prepped and ready for the (hopefully!) hectic few months ahead.



We are now just weeks away from the beginning of September, which can mean one of many things: spring, Father's Day, summer body mode, racing season, but most importantly - wedding season. While 'beauty' may be just one component of the bigger wedding picture, there are so many facets to contend to, especially for brides. There's getting into shape, the perfect spray tan, glowing skin, a flawless manicure and pedicure, picture-perfect brows, fluttering lashes, kissable lips, the list is endless, particularly with the continued rise in popularity of non-surgical and injectable treatments, making the list longer than we've ever

seen before. Brides put a huge amount of trust in their practitioners on any given day, but when it comes to the wedding day, this trust is even more paramount. Not only do brides want a nothing-less-than-perfect treatment, they want to feel special, to be looked after, and most importantly, be relaxed and comfortable.

Brides are an incredibly unique sector of the market that not only gives you the opportunity to create loyal, long-term clients, but also expand your services in ways you hadn't even thought of. Whether it's customising your treatment plans, special events, new treatments or how to market to brides, SPA+CLINIC has you covered this wedding season. 🌿



CUSTOMISED SKINCARE PLANS

One of the most important things to a bride is having glowing skin on her wedding day, and getting serious about skincare will often be quite high on the list of priorities during the pre-wedding preparations. Even for very low-maintenance brides, getting a facial before the wedding is almost always on the agenda at some point.

This is exactly why it's so important for spas, clinics and skin specialists to have specific bridal services in place, and recommend a thorough, pre-wedding skincare plan for every bride that walks through the door. During such a long and stressful period, many brides are searching for step-by-step guidance when it comes to their beauty routine, and often begin their skin journey well in advance, particularly those with problem skin.

This is why it's a great idea to put together some guides from as far as 12 months out for your bridal clients to follow, acting as their very own personal skincare coach, with flawless skin the ultimate goal. Particularly with weddings in the media and influencer spotlight like those of Nicole Warne and Eleanor Pendleton, whose over-the-top pre-wedding routines were extensively publicised, brides are now beginning to view long-term, regular beauty appointments as 'the norm'.

Try putting together the framework for a pre-wedding schedule, but include a variety of options to customise according to clients' needs. Don't forget to share this information across your website and social media, with a specified bridal/wedding section that is easily accessible, making it easy for brides to find when searching specifically for bridal services online.

A clinic that nails this process is Youth Lab, a renowned Perth aesthetics clinic founded by Dr Kate Jameson specialising in non-surgical skin rejuvenation, repair and enhancement. Their 'Bride Guide' extensively details their recommended bridal skincare plan, from six months out to one month before the big day. From six months, Youth Lab recommends beginning a series of BBL (broad band light) treatments that can be tailored to address redness, pigmentation, acne or anti-ageing, then alternating these with one of a selection of their Mesoesthetic Medical Facials, which range from focuses on vitamin C or marine collagen to plant stem cells.

Also a great idea to consider from six months out are anti-wrinkle injections and/or fillers, as Youth Lab explains, some injectables only last three to four months, so if first-time users decide it's not for them, they can simply opt out of receiving a second treatment, and for others, allows time for their second treatment one month out from the wedding day - the ideal timeframe.



At three months out, Youth Lab recommends the commencement of those wanting chemical peels, offering a selection for different skin types, as well as lip fillers, allowing plenty of healing time and the chance to get the volume just right. From two months, it's fortnightly Hydrafacials with BBL, AHAs and BHAs, one month out it's any wrinkle relaxer touch-ups (no more filler!) and a final non-active the week before. As Youth Lab so accurately describes, "If any last minute skin problems occur, such as a breakout from stress, we are in the perfect position to manage this as after six months of getting to know your skin will give us the best methods of combating any problems."

This kind of highly detailed, customised information tailored specifically for brides with in-depth analysis behind each recommendation and why it's been given at that timeframe, will go a long way in converting prospective clients to dedicated brides that will stick with you throughout the entire journey. After all, every bride just wants to feel special and taken care of during the lengthy and stressful pre-wedding process.

The Bridal Bar, a luxurious bridal haven based in Sydney that also offers wedding planning services, is another example of exceptional forward planning, and founder Amy Maree is a big believer in extensive, tailored plans down to the last detail.

"We recommend our brides-to-be come on a regular basis for all of their pre-wedding services and they often become life-long clients and continue to come to TBB well after the wedding is over. We also have all our brides come in for a complimentary hair treatment plan and skin analysis. The treatments vary from person to person and their needs, but often include a fortnightly or monthly in-house treatment (for skin: facials, microdermabrasion or peels, or for hair: Olaplex or Kevin Murphy treatments are most popular) and a hair plan will generally include a colour and cut schedule working back from the wedding date and a home haircare kit along with the skincare daily routine."

An early start on bridal treatments is also key for Amy Maree.

"We encourage brides to get started on both of these treatment plans six to 12 months prior to their wedding day and infrared sauna is best started three to six months prior. Our spray tan service requires a trial run and often brides do multiple trials in the lead up to the wedding and then the wedding tan is done two days prior. Often teeth whitening is requested by both bride and grooms and we suggest six months prior and then a touch up the week of the wedding. If a bride is honeymooning immediately after her wedding, we advise on a tan plan to keep the beautiful bronze glow throughout her holiday, and homecare products to keep the skin hydrated. A lash lift is also a very popular service which includes a lash tint - this is done a few days before the wedding and will have the clients lashes looking like she is wearing mascara when she has nothing on the eyes - great for those tropical holidays and lasts six to eight weeks."



In fact, the planning stage, says Amy Maree, should begin with its own in-depth consultation process from the very start.

"We offer a complimentary wedding planning consultation. It's a one-hour session with a complimentary signature sparkling wine and beer for the boys, hosted by our event planner. In this session our planner goes through the bride and groom's 'dream wedding', their style and budget. From here we then take them through our suppliers we have on hand and images of past work. A plan and quote is put together, followed by a walk-through of the premises and our guests are shown all our in-house services. Brides/grooms then pay a deposit for the services they wish to go ahead with and liaise directly with each supplier, using the Bridal Bar Consult room as their planning hub, for any necessary meetings with TBB photographers, florists, makeup artists etc. planning commences and our events manager is there every step of the way."

BODY TREATMENTS

Another major focus for many soon-to-be brides will be whipping their bodies into shape. For some, weight loss will be the main concern, for others, they may simply want to tone certain areas, brighten, tighten, or reduce the appearance of cellulite. Depending on individual needs, there is an extensive number of body treatments you can recommend to complement their at-home exercise or dieting routines:

Body brushing - a great introductory treatment, or for topline exfoliation, brightening skin tone, improving texture, increasing circulation, detoxification and improving mild cellulite through lymphatic drainage. A great treatment to recommend as an add-on to all massage and body wraps.

Body wraps - for brides wanting to detoxify, slim down around the stomach and/or legs, or drain away water retention. Also a great treatment for mild cellulite.

Body sculpting - for those wanting more long-lasting, visible fat reduction, body sculpting treatments including cryolipolysis; such as CoolSculpting, or laser body contouring; like SculpSure, are fantastic options for brides that want to visibly reduce fat around tummies, legs, chins, or 'tuck-shop arms' - which can be a major concern when it comes to wedding photos or those in strapless dresses! Don't forget to introduce your brides-to-be to sculpting treatments at least 12 weeks before the wedding to allow for results to show.

Infrared Sauna - a highly regarded body treatment for both brides and day-to-day clients alike, infrared saunas are becoming increasingly popular for their unique 'dry heat', circulatory boosting and muscle relaxing abilities - a trend backed by Amy Maree from The Bridal Bar. "We are finding one of the most popular services these days is the infrared sauna for both relaxation and weight loss (it's a common occurrence that most brides and grooms want to drop a few kgs!) and our infrared sauna treatment will burn up to 600 calories in 30 minutes whilst sitting back and relaxing. This service is recommend two to three times per week for a minimum of 10 weeks in the lead up to a big event."

Salons or clinics should also consider stocking retail products that will help optimise brides' results from the comfort of their own bathroom. For brides wanting something to maintain their silhouettes at home, we recommend **Guinot Sculpt Expert**, a morning and evening treatment cream for all skin types. Instantly smooths and softens skin for a brighter, firmer appearance, and improves skin's natural elasticity. It contains Hydroxyproline to reinforce and repair collagen and elastin, brown algae to maintain the firmness of the skin, and Polysaccharides to lift, soften, and smooth.



HENS PARTIES

Beauty treatments and pamper days are a hugely popular choice for brides-to-be for their hens nights or bridal showers, so why not incorporate this into your treatment menu? This is incredibly easy to implement, even for the smallest of spas. Just one to two therapists can cater to small groups, and often ladies are simply looking for a chance to unwind together with a few short, back-to-back treatments like express manis, pedis or facials. Consider creating group specials to cater to this, and don't forget to make bridal parties feel special on the day with some bubbles and nibbles.

A leader in the field of bridal parties and hens parties is Brooklyn Beauty Bar in Brisbane, with group bookings being one of their most popular services. "Our nail & beauty parties include mani, pedi, facial & blowdry parties. They are extremely popular with hens nights and pre-wedding get-togethers," says Founder Brooke Jesberg. "With nail parties, we can cater for up to 20 people. A maximum of eight people can be serviced at once, with the rest relaxing with a cocktail whilst they wait for their turn. With beauty and hair parties we can do a maximum of six at any one time." Brooke tells us that BBB's 'everything under one roof' convenience is what makes the salon so popular with brides. "We are their one-stop shop, from toenails to hair we have everything covered."



INJECTABLES & FACIAL REJUVENATION

With injectables now so widely-accepted, fillers and anti-wrinkle injections are almost as common-place amongst the pre-wedding routine as a manicure or a spray tan. This means that you may soon begin receiving an influx of first-timers, as ahead of the wedding is the perfect time for newbies to begin correcting any lines, loss of volume or other bothersome areas.

Duquessa is the perfect example of a 'less is more' approach ideal for brides. Baby Boosters, a term coined by Founder Katherine Millar-Shannon, uses small amounts of filler to enhance the lips, plump the cupid's bow or fill out expression lines. "Lines visually recede without removing natural expression. It's totally undetectable," says Katherine. "You simply walk out as a fresher, more youthful version of you." Results are so subtle that it's great for both men and women, and wrinkles will simply be smoothed, not frozen.

PRP (Platelet Rich Plasma) is another ideal option for those about to walk down the aisle and wanting to add some brightness, fullness or plumpness before they do. A treatment made famous by Kim Kardashian, for those unaware, involves a sample of your own blood being taken, which is then separated using a centrifuge, and the blood platelets are then re-injected back into select facial areas to improve skin plumpness, elasticity and brightness, and reduce fine lines and wrinkles. Generally three treatments are recommended for best results, at four weeks apart, so if your clients are interested, ensure they begin at least three months ahead of the wedding.

ON THE DAY

You've spent months prepping your bride-to-be client, coaching her through her skin needs and body transformation journey, ensuring she is the most beautiful and confident that she can be on the happiest day of her life. Now the big day is finally here, and your client has entrusted you to be a part of it. Whether it's hair, makeup, nails or a facial, you know you have to pull out all the stops to ensure absolute perfection. So aside from delivering a flawless service, what else can you do to provide your bride, and usually their guests and bridesmaids too, and unforgettable day? The Bridal Bar is likely one of the best examples of going absolutely all out on the day of the wedding.

"We do in-house and also mobile services for bridal parties. When we host an in-house wedding service, we have the girls arrive half an hour before hair and makeup gets started and they will usually start with a champagne. The bride is given a catering menu in the weeks leading up to the wedding so she can arrange food from our caterers to be delivered that morning and coffees to order, the bride is advised to bring along her favourite playlist for her wedding day tunes and connect to our in-house speakers. The photographer arrives as we are getting the girls ready and often the bridal party will bring their dresses and hang them up in our consult



room ready to get changed, right before they leave The Bridal Bar. We love having the bridal parties here, as it's so special watching them exchange gifts, sing along to their favourite songs and enjoy a few drinks and sometimes (happy) tears, as they get ready."

HOMECARE

As a therapist, you know that in-salon treatment is only half the battle, and aftercare is an absolute must-have for brides. Thankfully during this period, bridal clients will usually be a lot more receptive to taking home a skincare package than some of your regular clients might be, as they know that consistency and routine is key to maintaining their skin ahead of the big day. Melanie Grant, celebrity facialist and specialist in pre-wedding facial regimes, strongly emphasises the benefits of a bespoke in-clinic plan in tandem with a strict at-home routine to all of her facial clients. "My main concern is skin health; in clinic treatments that are designed to clarify, strengthen and revitalise the complexion in tandem with a nutrient-dense and anti-inflammatory home regime yields incredible results in the lead up to a wedding," says Melanie.

"A home regime prescribed especially for you that is complemented by a specific treatment plan in my experience far outweighs following trends and buying celebrity endorsed products that may be completely wrong for your skin type. When it comes to home regimes, always consider a simple but effective approach. It's not always about recommending a thousand products, just the right ones."



MARKETING

There are some simple tips when it comes to marketing to brides, which are further emphasised by what you've already read previously. Here are our top three tips for getting more brides through your doors:

Simplify - It's tough enough planning a wedding. Make your bridal information as simple, clean and clear-cut as possible. Ensure your website pages are easy to navigate, with very clear bridal or wedding sections, and contact information highlighted and readily accessible. "Focus on every step of the customer's experience. From when they first hear about you and jump onto your website, all the way through to the final hair & makeup check before they walk down the aisle, the experience needs to be pain-free and enjoyable," says Brooke from Brooklyn Beauty Bar.

Customise - Of course, all of your services can be carried out on brides or grooms to be, but nobody wants cookie-cutter. They want to know that their treatments are tailored to their needs, and results are going to be perfect. When advertising wedding services, particularly if you've published your pre-wedding bridal plan on your website, ensure to mention frequently that plans, products and treatments will be customised, and give the list of options that you will be choosing from according to various needs. If you offer initial planning consultations, ensure to include that too, as this will instantly personalise the experience and further endear your spa or clinic to prospective clients.

Let them know you care - "Our clients become like family and we treat them like more than a client, hence why many continue to come for their treatments well beyond their big day," says Amy Maree from The Bridal Bar. "Brides are looking for a relaxing environment that makes them feel like they have 'escaped' the stresses of wedding planning. We often find our clients love coming in for their treatments and leaving it up to our professionals to make the decisions when it comes to their hair and skin needs. This gives them one less thing to think about during what can be quite a stressful time." If you're offering bridal services, be sure to include a mission statement on your website, or even social media, about what the pre-wedding process means to you, what your brides can expect from you, and what you bring to the table. It's all about creating that special relationship, and a truly comfortable environment, for brides. 🌿