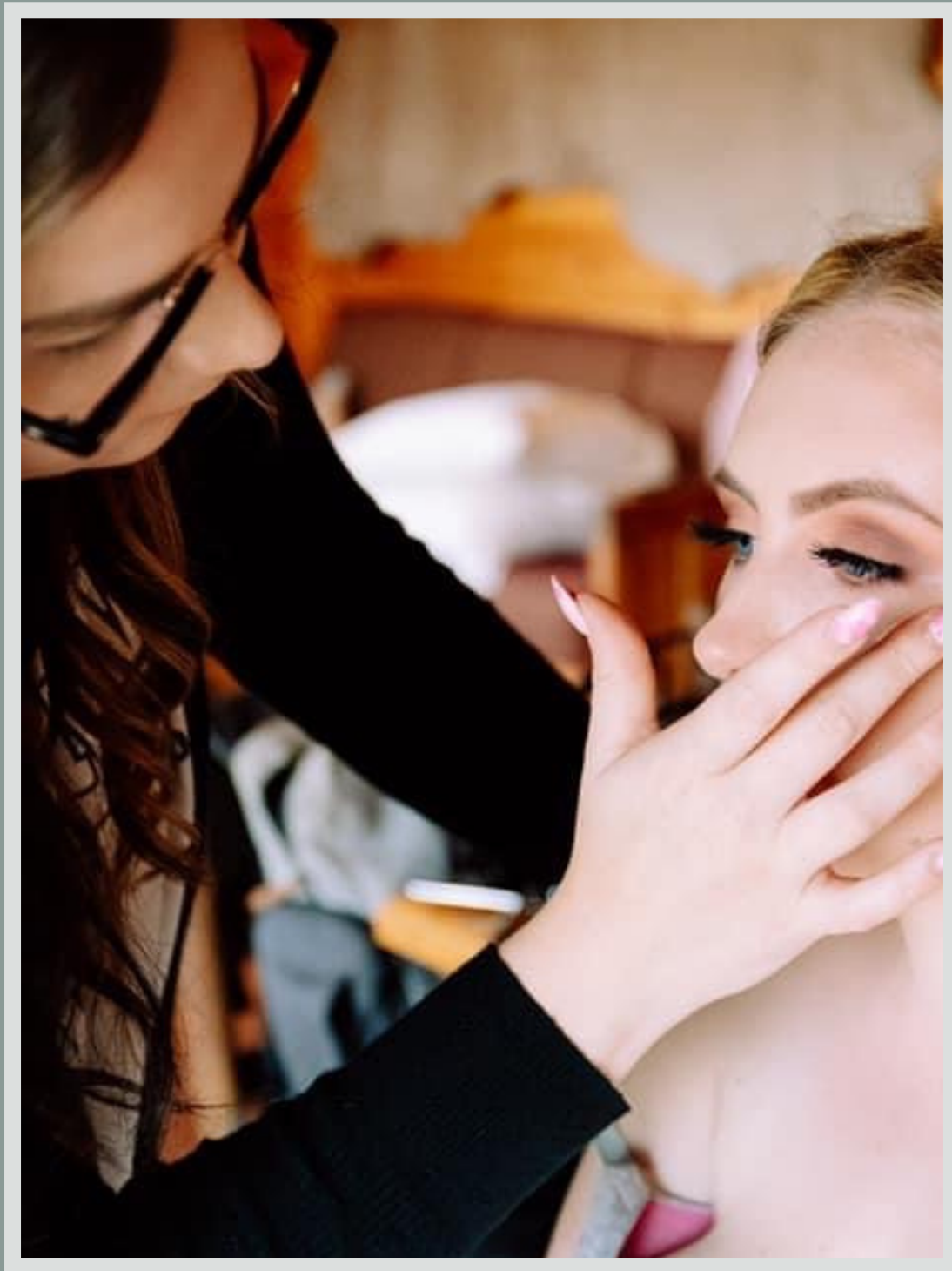


# Locks & Lashes

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Bridal Guide



# Before You Go Any Further

Hello Gorgeous!

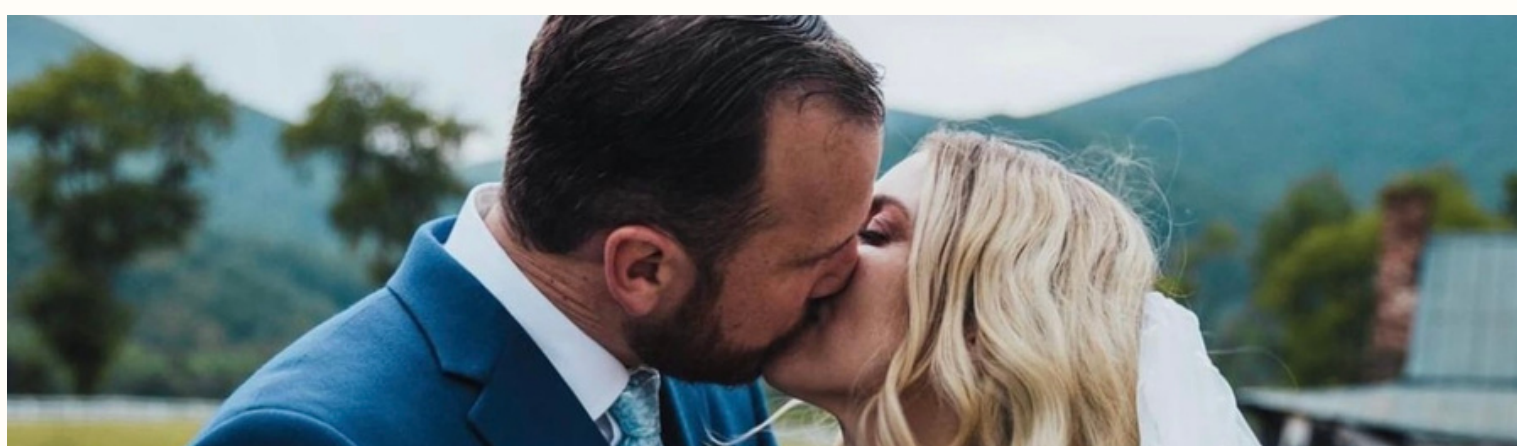
I'm Allison, the owner of Locks & Lashes! I am SO excited to talk to you about your big day! Inside this helpful guide you'll find answers to your most frequently asked questions: from booking details, trials, and more.

I've made sure to include all the information you need so you can relax knowing you are investing both in how you look as well as your peace of mind. Our booking process is designed to be as simple as possible so all you have to worry about is walking down the aisle feeling like a million bucks. My team and I will take care of everything else!

I've curated a great group of women to create a truly amazing team of stylists and makeup artists. Whether you're going for a romantic look, a glamorous look, something classic or natural, not only should your artist be able to make you look beautiful, they should also be patient, responsive, and respectful of your time. Our stylists are honored to be among those you are considering and promise to be all those things for you and more!

xo, Allison

# The Locks & Lashes Style



Your wedding day is very important to us! It will be filled with limitless joy and excitement, and this wonderful day deserves a team that will start off your morning with equal parts enthusiasm and calm. Nothing brings us quite the sense of joy as making women look and feel their best on such a special occasion!

We believe in bringing out the best in your features and telling the story of your own unique beauty. We promise to work closely with you to understand your vision for your wedding day and use our experience and skills to bring it to life to give you the hair and/or makeup of your dreams!

# Wedding Services

## The Bride

### Bridal Hair | \$265

Includes a trial run to perfect your look.  
Day of only, no trial | \$185

### Bridal Makeup | \$310

Includes a trial run to perfect your look.  
Includes lashes & touch up lipstick  
Day of only, no trial | \$220

### Engagement or Bridal Session | \$220

In Salon | Hair & makeup, any style!

### Additional Hair Trial | \$100

### Additional Makeup Trial | \$120



## The Party

### Bridal Party Hair | \$90

Hair for mother's, bridesmaids, etc  
Pixie hairstyle | \$50

### Flower Girl Hair | \$60

Hair for children under 10

### Hair Extension Fee | \$25

(this includes anyone wearing hand tied, halos, clip ins or any other method)

### Bridal Party Makeup | \$110

Makeup for mother's, bridesmaids, etc  
Includes lashes & touch up lipstick

### Flower Girl Makeup | \$50

Light makeup (blush, eyeshadow, lipgloss)  
for children 10 or under

### Eyes Only | \$50

Eyes & brows only, no face makeup  
Includes lashes

### Lashes Only | \$25

Just a pair of strip lashes truly makes a worlds difference!



# Hair Extension Rental & Purchase

Did you know that most of the beautiful wedding hairstyles you see on Pinterest, TikTok, and Instagram all have extensions?

How it works:

We offer 100% human hair HaloCouture© halo style extensions! Your stylist will color match your hair at your trial run, if you opt to not do a trial run we can generally get a really great match via photos and video of your hair in the natural light. At your trial run, your stylist will let you sample the extensions so you can see and feel the difference in your bridal style! The Halo© is a row of hair that rests on your head like a halo or crown with a clear, durable string which makes them seamless and undetectable! No one will ever know it's not your hair! On the wedding night they can be easily removed just by lifting them out-no clips, no glue, just a quick lift!

What styles need extensions?

- Hollywood waves must have extensions to look truly like Hollywood waves!
- Big, boho braids
- Most half up/ half down styles

Extensions add much-needed volume and length to the style. Without them the hair often looks thin and stringy at the ends and much shorter once curled.

Rental:

*Rental Price & Refundable Rental Deposit Varies On Style & Length*

Our *most* popular option! This is perfect for the bride that may not want to commit to paying full price for something they only want to use on their wedding day but still want amazing quality! We will provide your gorgeous color matched extensions for your dream style and then after your wedding date you will simply ship them back to us or drop them off at our salon! Once we receive your extension back we will refund your rental deposit!

Purchase:

*Price Varies On Style & Length*

Perfect for the bride that wants full volume hair every day! With purchasing your extensions, you get to keep your extensions forever! If you desire to order your extensions prior to your hair trial, we can color match in person or virtually and ship them straight to you!

For more information on our extension rental program, please let us know! We also offer payment options for the purchase of a Halo©.



## Fees & Minimums

Travel Fee | \$1 per mile round trip

The first 30 miles from Locks & Lashes are complimentary!

Additional Stylist | \$100 per stylist

1 stylist required for every 6 services . Ex 12 services = 1 additional stylist  
or for those needing a more expedited getting ready time

Holiday Weekend Fee | \$100

Hourly Touch Ups | \$85 per hour per stylist

Stylist(s) will stay onsite for touch ups or style changes. Max 4 hours

Tattoo Cover Ups | Price Varies

Hotel Fee | Varies on distance and start time

For in demand dates, including all Saturdays, we do have a service minimum of at least \$1,500 for bookings.

For on-site services, we have a minimum of at least \$1,000 prior to fees.

# Your Trial

**All trials are done at Locks and Lashes in Lynchburg, VA. We typically recommend getting a trial 2-3 months before the wedding day to ensure your hair and skin is similar to how it will be for your wedding day. This is also to ensure that you have nailed down a style as we know trends change so quickly.**

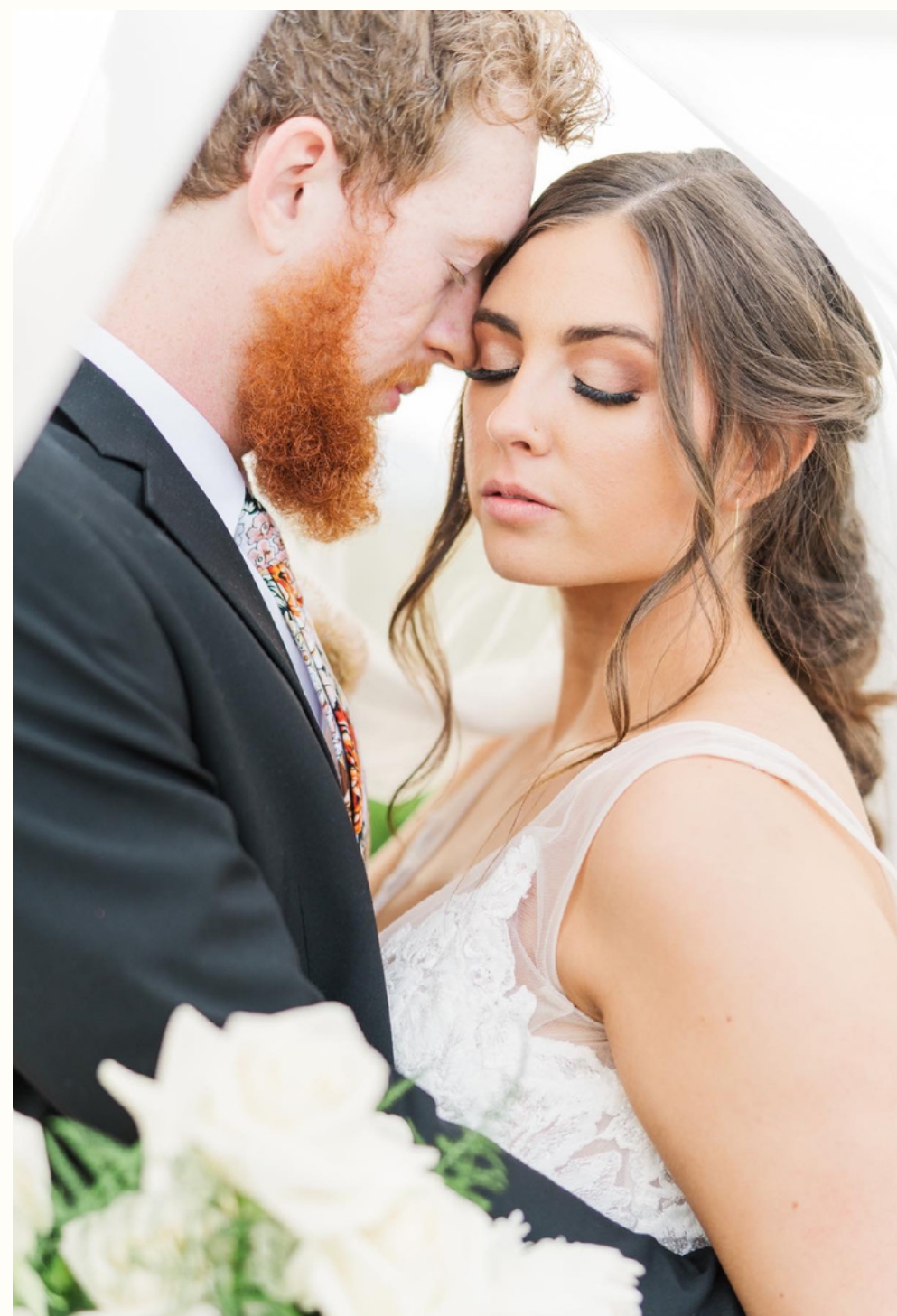
**You may bring 1-2 guests to your trial run, just make sure they understand that this is about you!**

**Not sure what you're going to wear in your hair? Feel free to bring any hair accessories, veils, etc. to try out with your hair style at your trial! Your stylist will help instruct somebody in the bridal party on how to place your veil (if needed) day of the wedding!**

**Need skincare advice? Extensions? We've got the solutions you need from product recommendations to custom extension matching/ordering right in studio.**

**When we're done, we'll capture your look and save it to our files for your big day!**

**We recommend that you choose your trial on a day you're able to wear your hair and makeup for a few hours to see how it wears!**



# Securing Your Date & Payment

**To reserve your date, we collect a retainer of 50% of total services. Without a signed contract and retainer, we cannot hold or secure your date.**

***What if I don't know yet who is going to want what services?***

**This happens often! We do need a close estimate to those receiving services as we reserve our staff for the day based on that amount. We always suggest assuming everyone will say yes, it's better to have too many stylists reserved than not enough. If some of the party decide later on they don't want services, we can always take that off but we may not always be able to add them on if they had originally said no and changed their minds just due to availability.**

**Any changes after your retainer payment will be deducted/ added to your final payment.**

**Final Balance: The remaining balance will be due one month before the wedding date so that you can relax and enjoy the last bit of your engagement and your getting ready process!**

**All proposals are available online and can be paid through our booking system "Honeybook" for your convenience.**



# Keep In Mind...

As with all wedding vendors, we book 6-12 months or more in advance. Booking hair and makeup is unlike scheduling an appointment at the salon. Inquiries come in daily, and dates book quickly!

That means that while we don't want to rush your decision, we cannot guarantee availability without a signed contract and retainer. Once a contract is sent to you along with an invoice to pay the retainer fee we can only reserve your date for up to 48 hours before receiving the contract back along with the retainer.



# Frequently Asked Questions

## **Am I able to use my trial as hair and makeup for engagement or bridal photos?**

We cannot guarantee availability with your lead stylist for your trial on the same date as your booked photos. We do offer a package that includes hair and makeup for bridal or engagement photos where we coordinate a date that would work for both us and your photographer! This hair and makeup may be done by another stylist from our bridal team who will not be the same stylist as your trial and day of, this gives us more flexibility to accommodate the same date as your photographer and is why we recommend against trying to use the trial for both purposes. Trials are also a way for us to experiment with different styles so you can achieve your wedding day look which for most does differ from what they'd typically want for photos, etc.

## **Am I able to bring my own face or hair products to use?**

We handpick makeup and hair products specifically that help your makeup and style last all day! We totally understand certain circumstances like allergies where we can absolutely use products you bring! We cannot promise the longevity or how the makeup and style will wear throughout the day, but we make our best efforts to accommodate!

## **Are people in the bridal party able to also get a trial?**

This is not included in the initial pricing, but if somebody in the bridal party would like to get a trial they would pay the same pricing on this brochure the day of their trial!

## **Do you offer any military discounts?**

Unfortunately, we do not offer any discounts towards our services at this time.

## **Do I have to use Honeybook for my payments or can I pay in cash or check?**

While we prefer to keep all payments in Honeybook, you are certainly welcome to mail or drop of a check/cash on your scheduled payment due date or prior at our salon in Lynchburg, VA. Payments via CashApp or Venmo are not able to be accommodated.

## **How do I know who my lead stylist will be?**

We will assign your lead stylist based on your booking numbers about 6 months prior to the wedding date. Some of our stylists do both hair and makeup and some do one or the other so we will make sure to put a team together that will make your wedding morning fun and go nice and smooth! Your trial will always be with whoever your stylist will be the day of.

*Lastly...*

So what's next? Simply reply to this email and let us know if you'd like to move forward and that you would like a proposal. You will receive one email with a proposal which includes your contract and an invoice to pay the retainer fee and once both of those are received, you're officially a Locks & Lashes Bride!

### *BOOK YOUR DATE!*

Simply reply to this email with the amount of services you'd like to book for to request a proposal

*FOLLOW US ON SOCIAL MEDIA!*

