

# CRÈME DE LA MER

## Essentials for a Bride

The Crème de la Mer Bridal Experience provides a bride with bespoke skincare solutions to ensure her skin looks and feels flawless so she feels confident and looks radiant on her big day.

6 months prior to wedding:

The Bridal Experience begins with 'The Proposal': where the bride is given an initial consultation with a Crème de la Mer Expert and a Bespoke Facial. The Proposal assesses the bride's skincare concerns and defines a bespoke skincare regime to use in preparation for the big day.

The **Bespoke Facial** is a made-to-measure service, adapting to the needs of the client with customised massage techniques which address the skin's delicate concerns and lifts away dullness and impurities. The bride-to-be will be encouraged to practice the techniques learnt during the Bespoke Facial with the essential products she has been recommended. This will include a **moisturiser, serum, eye, cleanser and toner**.



As well as the face, the Crème de la Mer Expert will encourage the bride to consider the care she gives to the rest of her body too. **The Body Refiner** and **The Body Crème** is also an important investment at this stage.

5 months prior to wedding:

Following a month of using the Crème de la Mer essentials, the bride-to-be can return to counter to address any further concerns she may have with her skin, giving the Crème de la Mer Expert time to work with the bride to further perfect her skin before the big day.

At this point, the bride-to-be will also be introduced to any quick tips and tricks that will enhance her skin prior to her wedding. This could include:

Massage sequences using **The Treatment Massage Tool**. The Treatment Massage Tool is uniquely designed and tested to improve radiance and increase microcirculation. Using different parts of the tool in a variety of different sequences stimulates the face and the benefits of the Crème de la Mer serum are amplified. The techniques are as follows:

- **New Dimension** is a technique using the tool to help bring visible depth and dimension to the skin's appearance.
- **Radiant Renewal** is designed to renew radiance for a natural, healthy-looking glow.
- The **Vital Energy** technique revitalises and awakens the complexion.



The two-minute miracle will introduce the bride-to-be to **The Illuminating Eye Gel**, **The Lifting Intensifier** and **The Radiant Concealer**. This trick is quick, easy and can be done during the wedding day to instantly renew radiance.

4 months prior to wedding:

With 4 months to go, it is time for the bride to consider the make-up look she wants for her wedding day.

The bride-to-be can discuss with the Crème de la Mer Expert the perfect skincare for her big day to create the perfect canvas for her wedding makeup. . Crème de la Mer's Skincolor de la Mer consist of the following products:



- **The Reparative SkinTint SPF 30** – available in 5 different shades the SkinTint delivers a perfectly healthy looking glow whilst working to repair and protect the look of skin. This product can be worn on its own or as a primer depending on preference of coverage.

- **The Treatment Fluid Foundation SPF 15** – this fuller coverage foundation is available in 10 different shades to immediately add radiance, whilst working continuously to lift skin's appearance and restore the look of firmness, clarity and brightness. This foundation gives a natural luminous finish to the skin.

The Crème de la Mer Expert may also recommend **The Loose Powder**, a luxurious finishing powder which magnetically attracts to the skin leaving a flawless finish, and **The Radiant Concealer**, a lightweight cream-to-powder concealer instantly camouflages and eases imperfections, whilst the tourmaline and malachite gemstones capture light energy to instantly conceal dark circles and blemishes.

### 3 months prior to wedding:

At this point in the preparation, the bridal experience continues with an **Express Facial**. This service incorporates Crème de la Mer's advanced massage techniques to help refresh and rejuvenate the skin, encouraging a healthy looking appearance addressing the skin concerns with targeted product application. The bride-to-be will leave with a flawless-looking complexion feeling fully refreshed with 3 months to go until the big day.

### 2 months prior to wedding:

With the hen-do fast approaching, **The Intensive Revitalising Mask** will be the perfect pick-me-up. The post-party cheat will leave the skin feeling hydrated with radiance restored in just 8 minutes.

### 1 month prior to wedding:

With only a month left until the wedding, the bride can indulge in the customised **Radiance Treatment**. She will leave feeling relaxed, pampered and relieved of any stress and tension that may have resulted from pre-wedding planning. The Crème de la Mer Expert will give essential skincare guidance on how to prepare and maintain a wedding day glow for the big day.

The Crème de la Mer Expert will also encourage the bride-to-be to consider any preparation that she may want to do for her honeymoon. Here **The Reporative Face Sun Lotion SPF 30** and **The Reporative Body Sun Lotion SPF 30** should be introduced as the perfect holiday essentials.



### 2 weeks prior to wedding:

To achieve a subtle glow for her wedding day, **The Face and Body Gradual Tan** is the perfect product to achieve this. The bride-to-be should begin with **The Body Refiner** to gently exfoliate any dead skin cells leaving skin instantly smoother and brighter as its radiant surface is revealed. For a soft, natural looking-glow the bride will be encouraged to build up the gradual tan with 2 weeks to go. Take photographs in natural light to see how the tan looks prior to the wedding day.

### 1 week prior to wedding:

With a week to go, the bride-to-be will be encouraged to return for a final **Express Facial**, to relieve any pre wedding tension and leave the skin feeling radiant, restored and glowing for her wedding day.

## The Wedding Day:

Aside from the bride-to-be's skincare regime there are a few essentials to make the big day extra special.

**The SPF 50 UV Protecting Fluid** will provide protection all day long and also acts as a great primer for the bride-to-be's make-up with the sheer, lightweight formula. The Crème de la Mer Expert will encourage the bride to bring the SPF down onto the décolleté to leave skin protected, energised hydrated and renewed.

Hands are often photographed during the wedding day. Moisturise with **The Hand Treatment** and add a little **Reparative SkinTint SPF 30** on to the back of the hand to blur any imperfections and give a radiant glow of colour.

A wedding day can be a long day, so if the bride is in need of a pick-me-up, spray a little of **The Mist** over the face for instant hydration and a restored glow.

