

# CRÈME DE LA MER

## Essentials for a Groom

1 month prior to wedding:

The Grooming Experience begins with an initial consultation and **Express Facial** with a Crème de la Mer expert. Here, the groom's skincare needs are established and a bespoke skincare regimen is defined to use in preparation for the big day.

The **Express Facial** incorporates Crème de la Mer's advanced massage techniques to help refresh and rejuvenate the skin, encouraging a healthy looking appearance, whilst addressing any skin concerns with targeted product application.

A choice between each of the five moisturising textures will be offered and the Crème de la Mer Expert will use this together with essential products to target skincare concerns. The groom will be encouraged to use these in a skincare regimen in the run up to the big day.



2 weeks prior to wedding:

The groom will be encouraged to return to counter at this stage for another **Express Facial** and to discuss any final skincare concerns prior to the big day. These skincare concerns will be addressed with the appropriate products recommended.

The Crème de la Mer expert will also encourage the groom to consider his upcoming honeymoon and suggest sun protection, including **The Reparative Face Sun Lotion SPF 30** and **The Reparative Body Sun Lotion SPF 30** for his holiday.



1 week prior to wedding:

The Grooming Experience ends with the **Bespoke Facial**, a made-to-measure service which adapts to the grooms needs. Custom massage techniques will address the skins delicate concerns and lift away dullness and impurities. The groom will leave with a flawless-looking complexion feeling fully refreshed with 1 week to go until the big day.

Wedding Day:

Over the past month, the Crème de la Mer Expert will have encouraged the groom to consider his skincare regimen for his wedding day with certain products suggested to leave the groom looking and feeling confident all day long.

The wedding day is a long day, so the groom should begin with **The Treatment Lotion** to keep the skin hydrated. Continuing with **The Concentrate** will help to soothe the skin from any aggressors, including shaving and reduce any redness. The groom will be encouraged to finish his skincare regimen with his preferred texture of moisturiser. **The Oil-Absorbing Lotion** is an option to keep the skin looking matte throughout the day.

Finally, to help prevent any shininess in pictures and ensure continued protection throughout the day, the Crème de la Mer Expert will encourage the groom to use **The SPF 50 UV Protecting Fluid** over his moisturiser.



As hands are often photographed on the wedding day **The Hand Treatment** is an essential product to ensure hands are kept hydrated, moisturised and camera-ready all day long.