



# Avonlea

BEAUTY COLLECTIVE

## Bridal Plan & Prep

Hey Lady! Before you go any further, be sure to download and save this guide. Next to us, it is going to be your best friend throughout your wedding journey. We share what to expect between now and your wedding day, what we need from you, insider knowledge and beauty tips.

We love every single one of our brides and hate having to say goodbye on your wedding day. So if you need anything or have any questions please do not hesitate to reach out.

Every moment with you is a treasure!

# Your Go To Guides:

# Kailey

Owner & Lead Artist

804-592-7942

avonleabeautycollective@gmail.com



The knowledge and expertise I share come from 10 years as a licensed hairstylist, 2 years as a beauty educator and 4 years as a business owner. Excellent communication and connecting with our brides is my strength. Putting our brides at ease and helping you look and feel beautiful is my passion. My team is an extension of my heart. I trust them to take care of you just as I would.

" You can't go back and change the beginning but you can start where you are and change the ending."

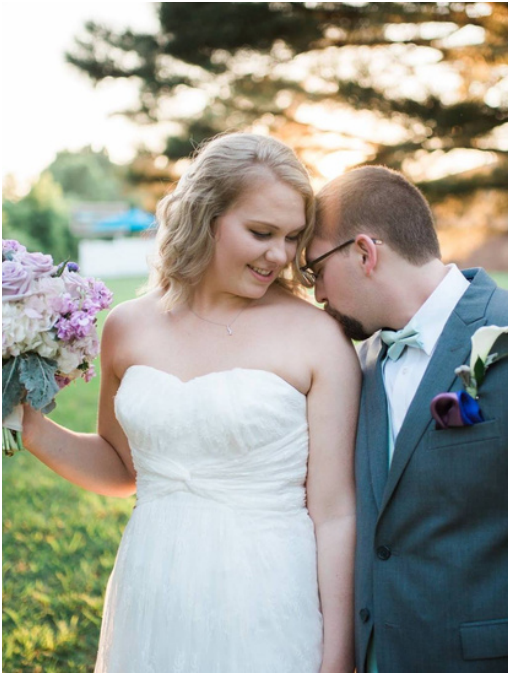
- C. S. Lewis

# Lizz

Bridal Coordinator

804-300-8343

kandkbridalcollective@gmail.com



Lizz helps to support and guide our brides throughout their wedding journey. She coordinates your hair and/or makeup previews and helps with email communications. Her attention to detail and organization set us up for success to help your wedding dreams come true. She is an extension of my brain and keeps things running smoothly.

Lizz is a wife and mom of 2, Emery (5) and Noah (1). Her husband Josh (and my brother) serves in the U.S. Air Force. She has a creative mind and has used it in various small businesses.

"Don't compare your life to others. There is no comparison between the sun and the moon. They shine when it's their time."

# What to expect between now & your wedding.

1 WEEK AFTER  
BOOKING

## Wedding Esthetic Questionnaire

Tell us what you envision for your wedding.

AFTER  
QUESTIONNAIRE  
IS COMPLETE

## Hair & Makeup Inspo Sent

Tailored for you based on your esthetic.

3 MONTHS PRIOR  
TO WEDDING

## Books open for Previews

A email will be sent to schedule your preview.

6-8 WEEKS PRIOR  
TO WEDDING

## Preview Appointments

All appointments take place in studio.

30 DAYS PRIOR  
TO WEDDING

## Wedding Details Confirmation

A questionnaire will be sent via email.

2 WEEKS PRIOR  
TO WEDDING

## Wedding Day Pamphlet & Prep

Includes wedding checklist and how to prep.

\*timeline adjusted for weddings that are booked  
less than 3 months from your wedding date.

\*\*check-in emails will be sent every 2 months for  
bookings more than 6 months out



# Detailed Timeline

THESE DETAILS FURTHER EXPLAIN THE TIMELINE ABOVE.

We use a client management platform called HoneyBook. This allows our brides to access communications, your contract and other details. Emails that take place in HoneyBook are sent to the email attached for notification. We ask that our brides always respond through the HoneyBook platform. If you have any issues logging in just reach out and we can help. If emails are sent outside of the HoneyBook platform they are more likely to get lost. If you email us and you have not heard back after 1 week please resend. We typically respond within 24-48 hours. We appreciate when our brides respect our personal time. We promise we won't forget about you! We love you too much!

Following Booking: You will be receiving the form "Wedding Esthetic". Be sure to fill it out as soon as you get it. This helps us learn more about your wedding style, colors and desired look for you and your bridal party. Once you have filled it out, we send you hair and makeup inspiration tailored to your wedding vision. This will help you and your bridal party pinpoint looks that align with your wedding esthetic. Be sure to share it with those receiving services.

Hair & Makeup Preview: 3 months prior to your wedding our books open up for preview appointments. Previews are scheduled 6-8 weeks prior to your wedding. We reach out to help you set up your preview appointment(s). Previews take place in one of our 2 studio locations; Richmond and Locust Grove. Appointment availability and location is based on your artist(s) availability and location. Once booked; we share our "Preview Prep Guide" which includes; how to prep, what to expect during your appointment and things to consider when choosing your hair and makeup look. After, we follow up to see if there are any adjustments to make note of before your wedding.

Wedding Details: Sometimes details can change between booking and your wedding date. That's why we wait to gather and confirm certain details 30 days prior to your wedding. A questionnaire will be sent via email. If there are details you would like to share before or after the questionnaire you can do so through the HoneyBook platform.

Checking In: Most of our communication and interactions with our brides happen at the beginning or as we get closer to your wedding. We like to check in about every 2 months in case you might need anything from us. It's important to us that you know you can reach us at any time. If you need us for anything you can reach out to both Lizz and I (Kailey) via email or phone. Email is preferred.



# Favorite Skincare Brands

Help your skin be the best it can be for the best day of your life! Check out our favorite skincare brands.

\*underlined items are clickable links

Jane Iredale: Enhance your beauty routine with our high-performance skincare system. Not only does this four-step system nourish the skin, but it also improves makeup application by prepping the skin from the start.

Eminence Organics: We believe in providing the best skin care products possible. Our products are proudly free of parabens, propylene glycol, sodium lauryl sulfates, harmful colorants and fragrances, mineral oils, petroleum, and other harsh cosmetic chemicals.

PCA SKIN: has been and continues to be a trusted innovator in the development of highly effective professional treatments and daily care products. Our vision is to improve people's lives by providing results-oriented skin care solutions that are backed by science for the health of your unique skin.

Sonia Roselli: Sonia was motivated by the emphasis on hydration and enhancing the skin barrier in Japanese and Korean skincare. Sonia had a vision to create a skin prep line that would not only get skin ready for makeup, but also help maintain its barrier health.

Elemis London: We are a skin wellness brand with an aromatherapist's soul, an artist's spirit, and a scientist's commitment to results. An innovative and global British skincare brand with over 30 years of expertise and available in over 45 countries, we believe in 'truth in beauty'.

It Cosmetics: Founder Jamie couldn't find products that truly worked, so she decided to create them. Jamie partnered with plastic surgeons and dermatologists to develop problem-solving, skin-loving products that deliver real results. That's when IT Cosmetics and Jamie's mission to empower everyone to feel their most beautiful was born!

If you need help deciding which skincare brand is best for you, let us know and we can help point you in the right direction.

email us: [kandkbridalcollective@gmail.com](mailto:kandkbridalcollective@gmail.com)



# Favorite Skincare Products

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## Cleansers:

1. Confidence in a Cleanser (It Cosmetics)
2. BeautyPrep™ Face Cleanser (Jane Iredale)
3. Pro-Collagen Marine Cleanser (Elemis London)
4. Stone Crop Gel Wash (Eminence Organics)
5. Facial Wash (PCA Skin)
6. JAPANESE CLEANSING OIL (Sonia Roselli)

## Cleansing Balms:

1. Bye Bye Makeup Cleansing Balm (It Cosmetics)
2. Pro-Collagen Rose Cleansing Balm (Elemis London)
3. Blemish Control Bar (PCA Skin)

## Eye Cream:

1. Anti-aging Peptide Eye Cream (It Cosmetics)
2. Eye Recovery Cream (Elemis London)
3. Neroli Anti-age Eye Cream (Eminence Organics)
4. Ideal Complex Eye Gel (PCA Skin)

## Toners:

1. BeautyPrep™ Face Toner (Jane Iredale)
2. Balancing Lavender Toner (Elemis London)
3. Stone Crop Hydrating Mist (Eminence Organics)
4. Hydrating Toner (PCA Skin)
5. WATER ELIXIR SKIN PREP (Sonia Roselli)

## Serums:

1. Triple Antioxidant Brightening Serum (It Cosmetics)
2. BeautyPrep™ Hyaluronic Serum (Jane Iredale)
3. Superfood Facial Oil (Elemis London)
4. Rosehip Triple C+E Firming Oil (Eminence Organics)
5. Hyaluronic Acid Boosting Serum (PCA Skin)
6. WATER OIL SKIN PREP (Sonia Roselli)

## Moisturizers:

1. Confidence in a Cream Moisturizer (It Cosmetics)
2. BeautyPrep™ Face Moisturizer (Jane Iredale)
3. Pro-Collagen Marine Cream (Elemis London)
4. Clear Skin Probiotic Moisturizer (Eminence Organics)
5. Silkcoat® Balm (PCA Skin)
6. WATER BALM SKIN PREP (Sonia Roselli)

## Masks:

1. Dynamic Resurfacing Gel Mask (Elemis London)
2. Citrus and Kale C+E Mask (Eminence Organics)
3. Pore Refining Treatment (PCA Skin)

## Exfoliants:

1. Skin Buff (Elemis London)
2. Rosehip Triple C+E Firming Oil (Eminence Organics)
3. Firm Skin Acai Peel (PCA Skin)
4. SEXAPEEL Exfoliation Spray (Sonia Roselli)

## Other:

1. Bye Bye Redness (It Cosmetics)
  2. Magic Mitt (Jane Iredale)
  3. Frangipani Monoi Salt Glow (Elemis London)
  4. Lip Trio (Eminence Organics)
  5. Sheer Tint SPF 45 (PCA Skin)
  6. INTENSE BARRIER CREAM (Sonia Roselli)
  7. Frangipani Monoi Body Oil (Elemis London)
  8. Lip Balm SPF 15 (Eminence Organics)
  9. Pigment Perfectors (PCA Skin)
  10. Amplifeye Lash & Brow Fortifier (Xtreme Lashes)
- \*be sure to use the promo code XLBEAUTYBABE when shopping Xtreme Lashes to get 20% OFF!

If you need help deciding which skincare brand is best for you, let us know and we can help point you in the right direction.

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# Favorite Haircare Brands

Help your skin be the best it can be for the best day of your life! Check out our favorite haircare brands.

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Eufora: Unlike most water based formulas, we began basing our products in 100% Organic Aloe Vera and Sage & Thyme to create 100% active formulas. Every single product is formulated with carefully selected, natural ingredients that are free from harsh sulfates, parabens, and other harmful chemicals.

Keratin Complex: We are proud to be the #1 product line of choice for salon professionals. Over the years we've brought the same power of Keratin to a full line of salon-quality hair care products including a comprehensive keratin-enhanced color line. Our unique formulas are engineered with our proprietary Keratin to eliminate frizz, repair damage, strengthen, and soften for undeniably healthy hair.



Davines: At Davines every product is born from intuition and is processed with an artisan spirit using the most advanced cosmetic technologies. The formulations favor the use of ingredients of natural origin, are generated with renewable electric energy, and packaged minimizing the environmental impact.

Unite: At UNITE, we believe our community should not be forced to choose between clean formulas and performance. Our American-made line contains over 50 carefully crafted and versatile products that are PETA-certified cruelty-free and made without parabens, sulfates\*, phthalates, talc, formaldehyde, harsh chemicals and residues. In addition, 76% of the products are vegan with the exception of certain shampoos, conditioners, and styling products containing traces of honey, beeswax, and/or keratin.

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# Favorite Haircare Products

Help your hair be the best it can be for the best day of your life! Check out our favorite haircare products.

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For Curly Hair:

1. Perfect Curl System (Eufora)
2. LOVE Curls Set (Davines)
3. Smoothing Sham. & Cond. (Keratin Complex)
4. BOING Shampoo & Conditioner (Unite)
5. Defining Solution (Eufora)
6. Curl Building Serum (Davines)
7. Vanilla Bean Treatment (Keratin Complex)
8. BOING Curl Cream (Unite)

For Blonde Hair:

1. ALCHEMIC Sham. & Cond. (Davines)
2. Blondeshell Sham. & Cond. (Keratin Complex)
3. BLONDA Starter Kit (Unite)
4. Sheer Glaze (Davines)
5. Heart of Glass Conditioner (Davines)

For Colored Hair:

1. Color Care Regimen (Eufora)
2. MINU Shampoo & Conditioner (Davines)

For Dry Hair:

1. Moisture Intense Kit (Eufora)
2. MOMO Shampoo Bar (Davines)
3. Nourishing Miracle Mask (Davines)
4. NouNou Shampoo (Davines)

For Frizzy Hair:

1. Frizz Control Regimen (Eufora)
2. Smooth Operator Set (Davines)
3. Laser Straight (Unite)
4. U Oil (Unite)
5. Silky Smooth Kit (Unite)
6. Nourished Blowout (Davines)

For Oily Hair:

1. Urgent Repair Shampoo (Eufora)
2. Rebalancing Treatment (Davines)
3. Solu Shampoo (Davines)
4. Hair Refresher (Davines)

For Normal Hair:

1. Replenish Regimen (Eufora)
2. OI Hair Care Set (Davines)
3. 7SECONDS Duo (Unite)
4. Beautifying Serum (Eufora)
5. Blowdry Primer (Davies)
6. 7SECONDS Detangler (Unite)

### For Straight Hair:

1. Volumizing Regimen (Eufora)
2. The Soft Volume Set (Davines)
3. Amplifying Sham. & Cond. (Keratin Complex)
4. BOOSTA Starter Kit (Unite)
5. Powder Lift (Eufora)
6. Texturizing Dust (Davines)

### For Thinning Hair:

1. Thickening Regimen Kit (Eufora)
2. BOOSTA Hair Serum (Unite)

### Other Favorites:

1. Urgent Repair Treatment (Eufora)
2. Illuminate Shine Mist (Eufora)
3. Sculpture Glaze (Eufora)
4. Oil Non Oil (Davines)
5. Invisible Hairspray (Davines)
6. Purifying Shampoo (Davines)
7. Perfecting Hairspray (Davines)
8. Medium Hairspray (Davines)

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# Hair Extensions



Without



With

We HIGHLY recommend getting and using hair extensions BEFORE your hair preview. Extensions add volume, length, dimension and help your style hold.

[CLICK HERE](#) to check out our favorite hair extensions.

If you need help picking out the right length and color shoot us an email!

# Got questions? We have answers!

CHECK OUT THESE FREQUENTLY ASKED QUESTIONS.

## 1. WHAT IS THE BEST WAY TO GET IN CONTACT WITH YOU?

Email is the best way to get in touch with us. We use the platform HoneyBook and create a profile for each of our brides. When you are emailing or replying to an email be sure to do so through HoneyBook. We answer emails by priority based on urgency and wedding date, answering those with the soonest date first. If you need to reach us quickly or prefer to talk on the phone you can call Kailey at 804-592-7942.

## 2. WHAT IF I NEED TO ADD OR TAKE AWAY SERVICES?

Per the contract: Once booked there cannot be any deductions to the services booked. If someone is no longer able to receive services you may transfer the service to someone else. This can be transferred to a bridal party member, family member, wedding guest. Additional services may be added provided that our team has availability.

## 3. WHAT IF MY WEDDING TIMELINE CHANGES?

Please let us know right away. We base our start time for services off of your ceremony time. In your contract under wedding details you will find how many hours are needed to complete the services for your wedding.

The amount of time needed cannot be changed but we are happy to adjust the start time if needed. Please keep in mind that for weddings that require a start time before 8:00 am there is a fee of \$50/hour per artist for every hour before 8:00 am.

#### 4. HOW MANY ARTISTS ARE ASSIGNED TO MY WEDDING AND HOW LONG WILL IT TAKE THEM TO COMPLETE SERVICES?

The artists assigned to your wedding is based off of your service count and wedding timeline. You can find these details in your contract located under wedding details/number of artists. We typically allow 45 mins for each service, 15 mins to set up and 30 mins for touch ups and cushion room. This will vary based on services and artists. You can find the time allotted for your wedding in your contract under wedding details/working hours.

#### 5. WHAT IF MY WEDDING GETS POSTPONED, CANCELED OR RESCHEDULED?

Per the contract refunds or transfer of the retainer cannot be given for any reason. When signing the contract you agreed that payment fairly compensates us for committing to provide services and turning down other clients. If we can no longer provide services for any reason, you will receive a full refund of what you have paid less the the cost of any services already performed. You will be refunded within 30 days of cancellation. We do our best to help find replacements in our stead.



If there are any questions you have that we did not answer please don't hesitate to reach out via email: [avonleabeautycollective@gmail.com](mailto:avonleabeautycollective@gmail.com)