

Bespoke Planning For Bridal Beauty

Every bride wants to look a million dollars on her wedding day, but it is a very lucky bride who actually has a million to spend! No matter how big or small the budget, the importance of investing time and money in looking good on the big day can never be underestimated. With this firmly in mind, skin care and beauty specialist **Virginia Williams** offers a friendly, personalised bridal beauty treatment and advice service in **East London and Essex** to rival all others.

For best results, Virginia recommends a bride starts thinking about skincare eight months before the wedding date. “A bridal beauty plan is a must, and so is the right skincare regime,” says Virginia. “Today’s brides prefer a more natural look, so it is important for them to invest in preparing their skin so that it will look as radiant and vibrant as possible. As well as working on the best treatment plan, the bride-to-be will also gain valuable beauty advice and tips that she will continue to use long after her wedding day.”

Virginia tailors each client’s skincare plan following an in-depth one-2-one consultation. These consultations are at the heart of Virginia’s service, which she offers from her **Skin Care Studio** in leafy **South Woodford**, just a short Tube journey from central London. This initial consultation allows a bride to discuss her beauty requirements, beauty concerns and beauty goals in a peaceful and confidential environment. The consultation also enables Virginia to gather important information with which to offer the best advice. Before this begins, clients are also supported by a pre-consultation questionnaire which can be downloaded from the website, completed and emailed back to Virginia before the visit.

The actual bridal consultation lasts approximately 30 minutes, and is split into four parts:-

- 1 Completion of comprehensive questionnaire;
- 2 A Skin Scan: A UV light is used to identify any deeper skin damage, highlighting pigmentation, dehydration, oily areas, and/or build up of dead skin cells;
- 3 A Face Analysis: The purpose is to look and feel the skin for areas of congestion, dryness, dehydration, dilated blood vessels, or milia (white heads) etc.
- 4 Body Analysis: Virginia can also read your general levels of toxin accumulation, dry skin, fluid retention, stretch marks and breakout activity away from the face, which is perfect for the bride who wishes to include other treatments - such as if they want to wear a backless dress but worry if their skin is up to the scrutiny; or hope to tackle the root cause of pre-wedding stress with a relaxing massage.

The cost of this consultation is just **£30.00** and is deducted from a bride’s final treatment package.

Following the consultation, Virginia works on the best possible treatment plan, regime and timetable to meet the bride’s requirements, needs and timescale. This plan is then e-mailed or sent by post.

The beauty treatment plan shows a month-by-month, carefully constructed timetable of customised face and body treatments. To make life, planning and beauty management easier, Virginia suggests dates and times. This is a service which brides who have already used the Skin Care Studio love. Virginia believes in building a close professional relationship with all her brides. Virginia also believes in the importance of working closely with the bride to achieve beauty goals. In Virginia's experience, all brides benefit from a programme of skin therapy treatments in order to combat the effects of daily life.

For last minute preparation, Virginia offers brides the fantastic *Finale & Finishing Touches package*. The package is made up of various treatments which the bride will have the week leading up to her wedding at the Skin Care Studio, and includes a complimentary glass of champagne and nibbles.

South Woodford is a suburb on the London/Epping Forest border, and is easily accessible by the Central Line from Oxford Street in 35 minutes and London Liverpool Street in 20 minutes... and Virginia Williams literally goes the **extra mile** for her bride-to-be clients - those opting for a consultation during their lunch break will be collected and returned to the Tube station at no extra cost.

Tracey Virginia Williams is a CIDESCO-qualified therapist and graduate of the internationally-renowned Ray Cochrane Beauty School in central London. Following a successful career in the City, she decided to retrain in beauty therapy, and used her new skills on clients in the City before setting up the Virginia Williams studio.

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