

Fake it 'til you Make It

GIVE YOUR NATURAL LOOKS A BOOST WITH THESE LOCAL BEAUTY TREATMENTS.



WITH A WEDDING ON THE HORIZON, most brides can be counted on to befriend a pair of running shoes or re-think dessert for a few months in preparation for the ceremony—it's hardly controversial to put some thought into looking your best on your way down the aisle. Beauty treatments run the gamut, from the relatively common cosmetic touch-ups to the extreme beauty experiments, but no matter your budget or beauty concern, there's a treatment out there for you.

Smile pretty

Entry-level cosmetic procedures like teeth whitening can help brides feel ready for the big day. Edina dentist Dr. Brian Weber says that convenient whitening services like Zoom and Britesmile are popular with both men and women preparing for weddings. Both procedures are performed in-office, and can take as few as three 15-minute sessions. And there's "no goop in your mouth, like the old tray system," just a simple light-activated gel.

After her dental work, Minneapolis newlywed Marie McKay says she finally felt that she looked on the outside how

she felt on the inside. "Dr. Weber's work really changed my confidence level," she says, and helped her feel more comfortable on her wedding day.

Picture-perfect skin

A gleaming smile is only one weapon in the arsenal brides can assemble against the army of cameras they'll face on the big day. Another ally is flawless skin—achievable through airbrushed makeup.

According to Edina's Amy Presson of Jett Makeup, the airbrush application is a fine mist of professional-grade foundation created specifically

for high-definition television cameras. The makeup is long-lasting, and the precise application allows for either a natural, sheer look that "lets freckles show through," or a more dramatic, glamorous look.

The appearance of perfect, radiant skin was a selling point for Anna Shefveld, a Ramsey newlywed who "never felt more beautiful" than on her wedding day after an appointment with Jett. Shefveld's makeup "did not move an inch all day," and she reports being able to "wear it flawlessly, all the way to my honeymoon the next day."

The window to the soul

The honeymoon-proof effect doesn't have to stop with your skin; brides who want to make a bold statement also can opt for eyelash extensions. These semi-permanent individual lashes adhere to natural lashes for a full, lush look.

Carrie Leum, an eyelash extension client of Jett's, wrote that her extensions "were a great length" and looked polished without being overdone. And, Presson explains, they're waterproof, which is "really cool for brides because they look so great for the wedding, but then you can go on your honeymoon and go snorkeling and swimming."

Some brides choose to take it a step further and change their eye color altogether. Look+See, in Northeast Minneapolis, and Four Seasons Eye Care, in Plymouth, both offer contact lens consultations for tinted lenses that change or enhance the wearer's natural eye color.

Sun-kissed and glowing

What good are beach-proof makeup and sparkling eyes without an accompanying tan? With the help of Jeanne Strandin, owner of taj salon & spa in Brooklyn Park, brides need not worry about winter-pale skin.

Strandin sings the praises of sunless airbrush tanning over the ever-popular tanning booths and salons. During an airbrush tanning appointment, an esthetician hand-applies organic, odor-free, sugar-based tanning product, typically a day or two before the wedding or event. Airbrush experts can deliver a "natural, brown tan" in a shorter amount of time than traditional tanning, Strandin says, and can even shade and contour musculature for brides whose biceps are more fantasy than reality.

Strandin's partner, Tasia Ashton, recently married and made use of the salon's services in preparation for her ceremony. Ashton, a redhead, described the results as "the best tan ever"—delivering a bronzed look not possible with her natural skin tone. The best part? Taj's golden tan comes without the risk of skin cancer, or the orange palms of a do-it-yourself bottle tan.

Curve control

You're on your own with those honeymoon bikinis, but brides without the time, energy, or desire to join a gym often opt for shapewear on the big day. Spanx hosiery, available at Ivy boutique in Minneapolis and The Wedding Shoppe in St. Paul, offers a line of spandex lingerie intended to smooth and streamline lumps and bulges. With the help of Spanx's bodysuits, shaping panties, and slimming camisoles and slips, you can put on your wedding dress with confidence and ease.

Lengthen your locks

A short-haired bride needn't limit herself to the same old styles on her wedding day; salons like Juut

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Amy Presson of Jett Makeup airbrushes a fine mist of foundation onto bride Megan Wilson for her wedding day.



SalonSpa, with locations throughout the Twin Cities, offer natural hair extensions. These lengths of real human hair are specially bonded to the bride's natural locks, and can exponentially increase style possibilities. And don't forget about the usual salon services, such as colorings and permanents, which appeal to brides who are going for broke, or for a paparazzi-studded walk down the aisle.

A natural woman

These types of cosmetic services are certainly not every bride's glass of champagne. Minneapolis newlywed Libby Edelson elected to take a more low-key approach to her wedding-day beauty routine. When people suggested that she hire a professional makeup artist to cover her prominent tattoo, Edelson refused, saying that it seemed like a waste of money—"everyone knows I have a tattoo."

Bride-to-be Ellen Hurst of Minneapolis agrees, writing, "Don't get me wrong, I'll want to look nice, but I have no intention of trying to make myself look different than I actually do. Because isn't the real point of a wedding the authenticity of your relationship with someone, and thereby the authenticity of yourself—'warts and all?'"

Until warts are more widely embraced as symbols of attractiveness, however, even brides who champion natural beauty will probably maintain a personal upkeep to-do list before stepping in front of the cameras. For example, Hurst claims she "won't guarantee that there will be no push-up bras or extra jogging in my future." Perhaps the best goal to keep in mind is a balance between comfort in the spotlight and familiarity with the natural you. As Minneapolis groom Ian Fischer puts it, "When you're up on the altar and you look over at your bride, you want to see the woman you fell in love with." *

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