

# RENELYN THOMAS

## *Wedding Prep & Pricing Guide*



# RENELYN THOMAS

Makeup Artist, Beauty  
Influencer & Educator

[www.RenelynThomas.com](http://www.RenelynThomas.com)







## Thank you

FOR DOWNLOADING THE PRICING & WEDDING PREP GUIDE

Your wedding day isn't just about hair and makeup. After 2 years of pandemic living, one thing is clear, beauty isn't vanity. It's an emotional connection to how we feel.

When you love how you look, you're a little lighter in your step. On such a special day, it's a feeling you'll remember and cherish for a lifetime. Not only is that feeling special, but the time spent with family and loved ones is also even more special.

Let us take the stress out of your day so you can relax with your friends, drink champagne and enjoy being the bride.

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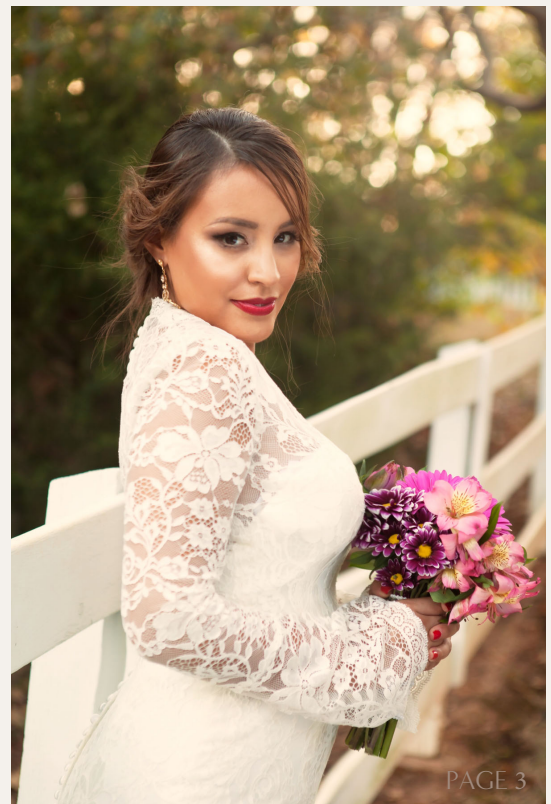
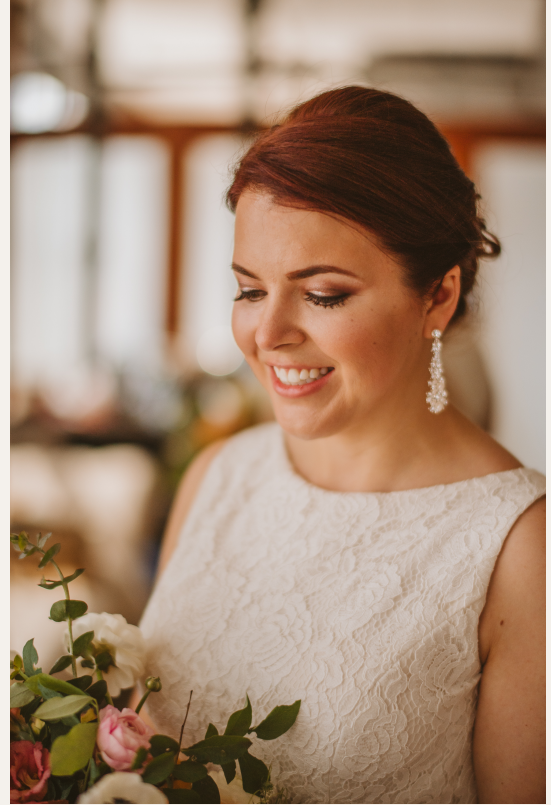
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# WHAT *To expect*

## TIMELESS, CLASSIC, YOU BUT BETTER LOOKS

We have a very different approach to wedding day makeup. We aren't your "cookie-cutter" artists where everyone looks the same. There is an entire process that celebrities use to look their best and it's for a good reason. Why is your wedding day any different? This is your red carpet moment.

We make sure you get the full red carpet treatment. We partner and collaborate with you to design a look you love, completely customized to YOUR taste.

Our style is more celebrity red carpet than a social media trend. While we can do any look you like, we specialize in "you but better" looks that are timeless and last a lifetime.







# COVID-19

## *infection control*

### **SANITATION/INFECTION CONTROL**

Even before Covid-19, we've always taken infection control very seriously. Clean makeup kits, brushes, and scraping all products and powders, we go above cosmetology licensing standards. We follow CDC guidelines at all times.



# BRIDAL PRICING *Guide*



# Wedding Pricing

BRIDE + MAKEUP TRIAL	(DONE IN STUDIO)	\$400
ADDITIONAL PEOPLE (AGES 12+)		\$125
FLOWER GIRL (UNDER 12)		\$0
ADDITIONAL MAKEUP TRIAL	*DONE IN STUDIO	\$175
AIRBRUSH ADD-ON		\$25
TOUCH-UPS		\$150 PER HOUR



# OTHER PRICING

## *Considerations*

TRAVEL FEE	IRS MILEAGE RATE \$0.67 PER MILE
VALET PARKING	HOTEL RATE
MEN'S GROOMING	Must be at same location or travel fee applies. \$125 and up
RECOMMENDED GRATUITY	20%

# OTHER PRICING

## *Considerations*

WATERPROOF TATTOO COVERAGE

\$75 AND UP

MAKEUP OR HAIR ASSISTANTS

\$50 PER HOUR  
PER ARTIST/STYLIST 4 HOUR MIN.

EARLY MORNING FEE

\$100 PER HOUR  
FOR EVERY HOUR BEFORE 8AM



# SERVICE

## Descriptions

### BRIDAL MAKEUP APPLICATION

Enjoy this makeup application while you cherish the moment of being the bride. We bring everything you need for your makeup service. We use techniques & products for makeup that lasts for hours.

STARTING  
AT  
\$400

### MAKEUP FOR ATTENDENTS

Create memories with your friends that last a lifetime. We bring everything you need for makeup services for additional people who want to look as good as they feel. This 45 minute per person service covers a complete look for photo-ready makeup. We use techniques & products for makeup that last for hours.

STARTING  
AT  
\$125

### AIRBRUSH ADD ON

Our signature Airbrush add-on will have you looking red-carpet-ready. Airbrush makeup is tiny "pixels" of pigment that uses a compressor & air pen to gently mist foundation to your face. Made for photo-ready makeup, it's exceptional for long-wearing makeup. If you've had airbrush makeup & didn't like it, try it again. You'll love our techniques.

\$25

# SERVICE

## Descriptions

### TATOO COVERAGE

Want to cover that tattoo for your wedding day? We're experts at tattoo coverage that lasts for days. Using professional products made for movies & special effects, your tattoo cover-up will last 24 hours +. If you have a larger tattoo that needs coverage, please send us a photo for a custom quote. Depending on the tattoo, we may factor in extra time.

STARTING  
AT  
\$75

### RED CARPET TOUCH UPS

If you want to have the full Red Carpet experience, allow us to stay behind for touch-ups. Our hair and makeup artists can follow you around like a celebrity on the wedding day to be sure you always look picture perfect. Schedule a Complimentary Phone Call to learn more.

STARTING AT  
\$150 PER HOUR PER  
ARTIST/ STYLIST

### PERSONAL SHOPPING SERVICE

If Red Carpet Touch Ups don't fit with your plan, no problem. While our makeup & hairstyles last for hours, we can't fight mother nature. To ensure you have everything you need for your wedding day, and beyond let's go shopping together. We'll choose all the colors & textures that are right for you. Shop virtually or meet in person at your favorite store.

\$160 PER  
HOUR



# Hey, I'm Renelyn!

ATLANTA'S TOP MAKEUP ARTIST + BEAUTY INFLUENCER AND EDUCATOR



## OWNER & FOUNDER

Renelyn Thomas was born in California, raised in Florida and now calls Atlanta, GA home. She first moved to ATL in 2001 to attend Emory University's Goizueta Business School. After entering corporate America, she felt like there was a missing piece to her creative side. Renelyn created her Beauty Blog in 2007 to fill a gap in the beauty industry. As an everyday consumer, she could not find products or artists that suited her ethnic features. Renelyn decided to fill this void by creating a blog catering to women of all ethnicities, ages, and walks of life. Her blog reached international success, and she expanded Makeup By Ren Ren, the blog, to include video reviews and makeup tutorials on YouTube. Renelyn has partnered with major cosmetic companies as a brand ambassador to offer makeup reviews, product development, and to host events for readers. After a great positive response to her work online, she entered into a professional career in Freelance Makeup working in every avenue from Bridal to Fashion, TV and Celebrity work.

Renelyn also gained her Masters in Business Degree from Georgia State University in 2012. She combines her business expertise with her full time makeup career to elevate professionalism in the beauty arena. In 2017 Renelyn expanded her focus on makeup artist education as co-owner of Industry Makeup Academy in Atlanta, which has won Best Makeup School in Georgia since 2020. Renelyn takes a very limited number of weddings & books quickly. Contact her today to schedule your consultation.



# IN PERSON & VIRTUAL MAKEUP *Classes*



Are you feeling overwhelmed by the amount of products out there? Feel like your makeup bag is lacking? Can't seem to find the right makeup and need help getting your personalized makeup routine together? No problem, let's go shopping for your perfect skincare and makeup regimen. I'll ensure you are purchasing the perfect products for skin type, skin tone, problem areas, and desired look. From there we'll have a one on one makeup lesson where I'll create your custom glam process step by step. You'll leave looking and feeling confident. Contact me today about your private makeup lesson and shopper session.

## PRIVATE MAKEUP

# classes



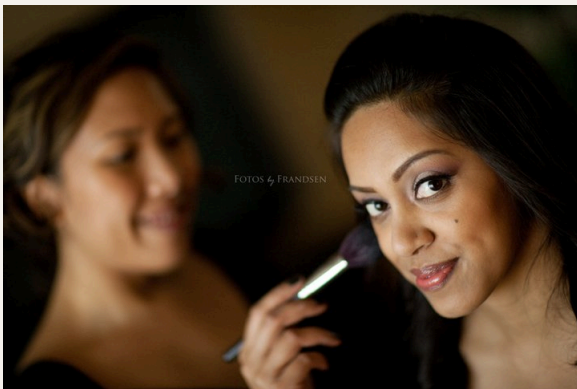
### PRIVATE MAKEUP LESSON \$ 240

We'll spend an hour and a half together reviewing your current makeup bag, making recommendations and showing you how to apply makeup suited to your lifestyle, skin tone/type/coloring. \*Group classes available.



### PRIVATE SHOPPING SESSION \$ 160

Let's go shopping for your perfect skincare and makeup regimen. In this 1 hour session, I'll ensure you are purchasing the perfect products for skin type, skin Tone, problem areas, and desired look.



### COMBO SHOPPING SESSION & LESSON \$ 400

Combine your Private Makeup Lesson with a Makeup Shopping Session (trust me you won't regret it!). We'll meet at a local makeup store, pick out your perfect products then meet at my studio in West Midtown Atlanta for our lesson.



### VIRTUAL MAKEUP LESSON \$ 150

Can't meet in person? No problem. We'll conduct our 90 minute session on zoom. I'll demonstrate makeup techniques on myself and you can do the same on your end.

## BRIDE ONE

# Before and After



## Before

Lexi is stunning even before makeup. She wanted something sexy for her wedding day so we decided to do a glam makeup application. The focus is on a gorgeous smokey eye and radiant skin.

## After

To accomplish this look we used classic neutral colors that will look timeless, and added some flair with a false lash. We focused on giving her radiant skin with a combo of cream and power products that made her glow for the big day.



# Before and After



## Before

Kelly wanted a look that made her blue eyes pop. She also has mature skin and wanted to feel fresh for her big day, deemphasizing fine lines and sun spots.

## After

I used a silver eyeshadow that accentuated Kelly's gorgeous baby blues. On the skin, we prepped her with luxury skincare and used lightweight complexion products. She was absolutely stunning on her wedding day.

# Before and After



## Before

Arpita came to me for makeup for her traditional Indian wedding , and a week of various bridal events. She wanted to make sure her complexion was a good match.

## After

I used a custom mix of foundations to complement Arpita's gorgeous tan skin. I shaped her eyes with kohl liner and applied a class red lip that perfectly matched her wedding Sari.

WE LOVE OUR BRIDES, OUR BRIDES LOVE THEIR LOOKS

## Client Testimonials



Before the makeup industry learned to appreciate other cultures' beauty features, before makeup manufactures recognized other shades of browns, and before contouring was a phenomenon there was REN. I live in LA now, and the last time I had an event in LA, I coordinated my event around her travel schedule...she is that GOOD!" ARPITA P.



I am not sure if words can truly express how amazing Ren is. She will exceed your expectations in every way. From our very first meeting when I met Ren, she was so friendly, I felt so comfortable with her and I just knew she would be awesome! When she was done I looked absolutely flawless! Beyonce flawless!  
BERENICE M.





WE LOVE OUR BRIDES, OUR BRIDES LOVE THEIR LOOKS

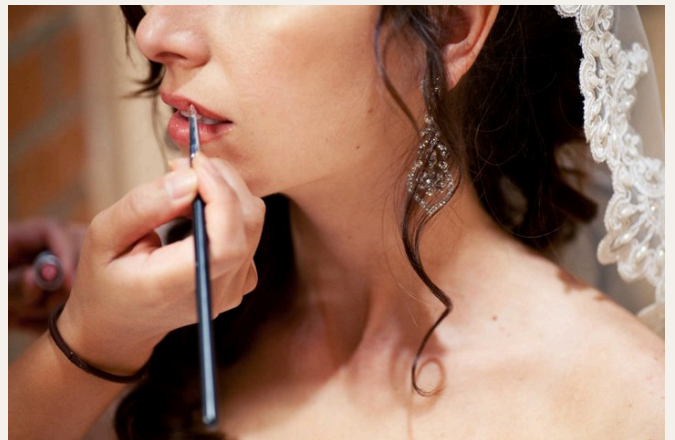
## Client Testimonials



Ren did my bridal makeup & made me look flawless! I don't usually wear much makeup daily anyway, so I didn't want to look overly done or too subtle. I was looking for a perfect balance between glam and enhanced natural features in little time. It turned out perfect - see for yourself!"  
CYNTHIA P.



I felt confident, trusting and at ease with Ren. Ren did my makeup for my wedding. She is not only skilled at makeup but is a person that cares about their clients. ALEJANDRA V.



## WHAT TO BRING TO YOUR Makeup Trial

So that we may get the best use of our time together, here is what you'll need to bring to your trial.



- 3-4 photos of makeup inspiration. For best results, choose photos with your skin tone and hair color. I recommend looking on Pinterest/Social Media with bridal makeup hashtags.
- Picture of your hair, wedding dress, and anything you think will be helpful for us to create the perfect look.
- Come with exfoliated, clean skin. You can wear your skincare to the trial. Also wear a top that shows your chest and arms if your wedding dress is sleeveless. I recommend for the wedding day you have a robe or button up top that you can easily remove after hair and makeup.
- The makeup trial will last approximately 1.5 to 2 hours. I recommend that you wear your makeup for the remainder of the day to see how it wears and report back with any feedback such as you felt oily or dry, or you wanted to switch up a makeup color.

## WHAT TO HAVE ON THE *Wedding Day*

Relax and be the bride. We bring everything you need to enjoy a luxury service at your home or hotel. Here are a few things your attendants need for the day to run smoothly:

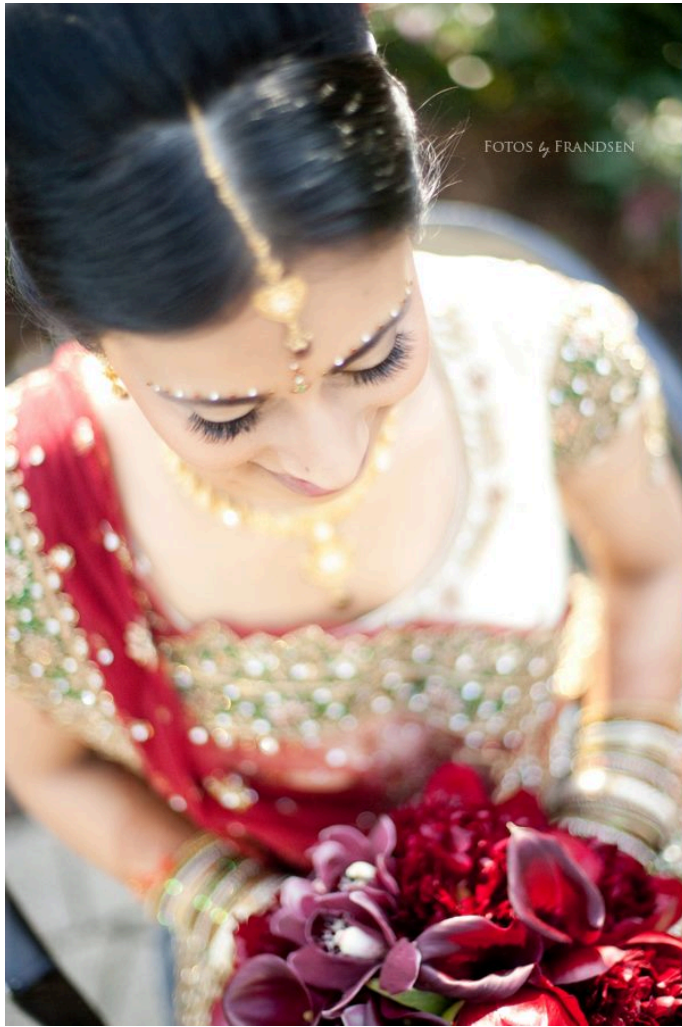
### MAKEUP FOR ATTENDANTS

- The bridal party generally will have a similar makeup look to streamline application and have everyone look on theme. I recommend that it be different than your bridal look. For example: if you have a smokey eye, they'll have a nude eye and focus lip.
- Anyone receiving makeup should come with clean, exfoliated skin. Do not use any new beauty products or try beauty treatments two weeks before the wedding day to prevent skin reactions. I recommend clients bring their own lip color and touch up powder/blotting sheet to touch up with. Also, have them wear a robe or button up shirt to easily remove after hair and makeup.
- Let your bridal party know that they'll need to be on time for their makeup application. If they're late it can throw everyone off schedule. We do not make refunds for missed appointment slots. If they arrive late, they will get a simpler makeup application to make up time - or if they are absent you can have someone else take their spot.

#### **Other Considerations\***

- Artists and stylists work with tools that can be hot, and tools near the eyes, so we ask that all artists & stylists have a workspace free of traffic flow to avoid accidents.
- A table for each artist and stylist to lay out their hair and makeup tools. If you're at your home, if you have a counter height chair or stool that will also save us space from having to bring in our makeup chairs. Also, let's set up in an area with good lighting - ex: by a window. We can also bring in our makeup artist lights.





BOOK MY  
WEDDING NOW

LOVE WHAT YOU SEE?

Let's do this! Fill out a bridal questionnaire and we'll get back to your in 24 hours or less.

GET IN TOUCH

# Contact Us



Our gorgeous light-filled studio is in West Midtown Atlanta. There are 4 complimentary parking spots in the driveway next to the studio or we can buzz you in behind the gate. Street parking is free on Sundays.

## WORKING HOURS

Monday-Friday 10am-6pm

Weekends by appointment

## STUDIO ADDRESS

WEST MIDTOWN

ATLANTA

948 Marietta St NW

Atlanta, GA 30318

## PHONE

678-632-3664

## SEND US AN EMAIL

[info@renelynthomas.com](mailto:info@renelynthomas.com)

## LET'S SOCIALIZE

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