

Headshots Tips & Tricks



Make Up And Skincare

With headshots your expression is the star of the show, so it's best to keep your make up natural. Here are some quick tips:

- ☐ Tip #1 for EVERYONE is moisturize that skin. Drink lots of water for a few days beforehand as well.
- ☐ Avoid anything too heavy, bright or dark on the eyes, we want everyone to be looking at your face, not the style of make up! Go easy on the contouring, our lights take care of that naturally!
- ☐ Foundation can be used, but keep it light. Too much can lead to cracks on the face and forehead, no one wants that!
- ☐ Use lip gloss if possible. Shiny lips look better in front of bright lights. If you don't want to use a gloss, everyone should at minimum use chap stick! Cracked lips are not where it's at.

Haircare

- ☐ This applies to both men and women. Hair looks better in images with a little volume, so give it a little lift before your session. Long hair, push up underneath the hair with fingers to "szuzh" it!
- ☐ Bring a small kit with you of your usual hair styling products. Sometimes when we are changing shirts hair can go from awesome to messy!
- ☐ If you plan to color your hair, best to give it a few days before the session. For the first couple of days the color can be intense, so give it a bit to become more natural. Personally I always end up with color around my face and *that*, my friends, is not a good look.
- ☐ If you are getting a haircut before your session give yourself *at least* 1 day (and a shower) before the session. Small and large cut hairs are stubborn and like to stick all over the face and head!

What To Wear

Keep It Simple!

As mentioned above, you are the star of the show, not your clothing, so keep it simple!

- ☐ Listen, I get it. The pandemic took a toll on everyone's waistlines. Wear something that fits. You don't want your top or jacket to be squeezing you tightly.
- ☐ But also, loose blouses or shirts do not translate well in headshots. Think "tailored".
- ☐ Patterns should be very small, if worn at all. They distract the eye in a headshot, which pulls away from your awesome expression!
- ☐ Small jewelry is appropriate, but unless big earrings and necklaces are an integral part of your brand you might not like the look in your headshots.
- ☐ Colors can be simple, neutral. Avoid bright shirts. Unless that's your go-to look.
- ☐ Collars can be your best friend or enemy. Crisp collars look amazing in headshots, loose collars can give a much more casual look (sometimes even sloppy).
- ☐ Wearing a tie? For the love of all things fashionable, have that tie straight!

Most Vital Piece of Advice?

relax.

This isn't that serious. I promise this will be quick and painless. You'll spend more time worrying about what to wear than you'll spend in front of the camera.



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