

The new NATURAL

Embrace your innate beauty on your wedding day with barely-there make-up

The ultimate w-day beauty goal is to look like the best version of yourself, but that doesn't necessarily mean piling on the make-up. Bridal beauty in 2018 is about toned-down, fresh-faced styles that allow your natural beauty to shine through. Think minimalist make-up that creates an easy radiance – very much the blushing bride. We've gathered together the crème de la crème of products to create an effortlessly ethereal look that never goes out of style.

SWAP BRONZER AND CONTOUR FOR CREAM BLUSH

Cream blush is the most natural way to create a healthy glow rather than a sculpted effect. Our current favourite is the Bobbi Brown Pretty Powerful III Pot Rouge, £22. The perfect formula for a 'no-make-up-make-up' look.

Choose a colour as close to your natural flush as possible for the perfect look. "I love to use blue-based pinks like Pale Pink – it makes skin look brighter and teeth look whiter," says Amy Conway, Bobbi Brown make-up artist. "If you use a Pot Rouge, you can apply it on both cheeks and lips – it's super-easy."

SWAP MATTE LIPS FOR TRANSLUCENCY

Completely nude lips can leave a no make-up look without a focal point, so reach for a subtle lip stain one or two shades darker than your natural lip colour for a flattering addition.

Benefit's Benetint, £25.50, is an iconic product for a reason. It breathes life into your complexion and lasts through a full day of champagne-sipping and groom-kissing.

If you can't picture yourself as a bride without lipstick, then apply your chosen shade as normal, then pat a tissue gently onto the lips to make the colour a little more subtle and in keeping with the rest of your make-up.

SWAP FULL-COVERAGE FOUNDATION FOR TINTED MOISTURISER

While full-coverage foundation is always going to have a place in our make-up bag, a product like Laura Mercier Tinted Moisturiser, £34, is all you need to make the most of your natural beauty on wedding day. It allows your complexion to shine through (so it's perfect for freckles), while evening out the skin and covering any redness.

If you feel like this isn't going to be enough, and you have imperfections that you need to cover, then use Bobbi Brown's Skin Foundation Stick, £34, as a concealer. "This product covers blemishes and dark spots, without masking the skin," says Amy.

SWAP HEAVY MASCARA FOR CURLED LASHES

For a doe-eyed bridal look, rather than a glamour-puss style, use a brown mascara instead of traditional black.

"Brown mascara adds definition, but is softer and less obvious than intense black shades," says Amanda Bell of Pixi. The same rule applies to eyeliner: Mac's brown Teddy Eye Kohl, £15, will help to make your eyes look brighter than a black counterpart.

And rather than coating your lashes with layers of mascara, reach for Charlotte Tilbury's Life Changing Lashes eyelash curler, £18, to open up and widen your eyes.

SWAP POWDER HIGHLIGHTER FOR STROBE GEL

We still adore bold flashes of highlighter, but to achieve that no make-up aesthetic, try a gauzy glow created with strobe gel.

Lightly pat Zoeva's Strobe Gel, £10.50, on to your cheekbones for a dewy luminescence that glimmers beautifully as it catches the light. The gel melts seamlessly into the skin, rather than sitting on the surface, creating a soft, light-reflecting iridescence.



Expert advice



SWAP PERFECTLY PAINTED BROWS FOR NATURAL FACE FRAMERS

We've been tinting, filling and shaping our brows to perfection for years now, but the meticulously groomed, ultra-defined eyebrow look doesn't always fit particularly well when you've pared back the rest of your make-up.

Rather than painstakingly applying brow products on your big day, simply sweep Glossier's Boy Brow, £14, over them to thicken, fill-in and tidy your brows. You'll look groomed, but without hours of effort.

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