

UNLEASHING BEAUTY, ONE FACE AT A TIME

MAKEUP ARTIST HAIR STYLIST

Helen Kharkov

full service hair and makeup solutions

building creativity in your brand and business

Professional makeup and hair can enhance a person's appearance, boost their confidence, and make them feel more polished and put together. It can also help to create a positive and professional image for a business.

This is where I come in. As a makeup artist, I focus on creating looks that evoke emotion and inspire thought. I strive to create meaningful and impactful work that speaks to the viewer on a personal level.

My portfolio was established after working on commercial photo shoots for gyms, fashion brands, skincare, personal branding, boudoir and modelling shoots. Private clients for weddings and other major events, as well as theatre musical productions and TV property show, also contribute to a large proportion of my collection.

I offer a selection of commercial, editorial, personal branding, modelling and creative space services. With 20 years of experience in fashion, personal styling and running my own fashion label, I understand the pivotal role of beautiful hair and makeup in all commercial applications and will work with you to deliver an exceptional creative solution.



personal branding modelling & boudoir hair and makeup packages

standard package

The most popular package for personal branding to help enhance your natural radiance and capture fresh content for your social media and website.

- 1 hair and makeup look
- Natural glow or full glam makeup
- Simple hairstyling - curls, waves or straight hair
- 1.5 hours

\$350

premium package

The perfect package for modelling and boudoir shoots to deliver a variety of looks.

- 2 hair and makeup looks
- Natural glow or full glam makeup
- Hairstyling - curls, waves, straight hair, ponytail, braids or updos
- 3 hours

\$500

half day / full day rate

Need more looks or shooting a group of people? A half or full day may be a more economical option to maximise your shoot. This includes a variety of hair and makeup looks to suit your style or business.

half day (4hrs) \$600 / full day (7hrs) \$1000

terms and conditions

Additional fees may apply should I require paid parking and travel outside 20km of Melbourne CBD.



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MAKEUPARTISTHELEN.COM



extra glam and creative hair and makeup packages

extra glam package

This package is most suited if you want a more dramatic look for a photo shoot with a dash of sparkle. Pre-production onboarding process is required to establish the creative brief and extent of the requirements.

- Complex creative eyes - multiple eyeliners, glitter, crystals, pearls, bold bright colours
- "Photoshopped" skin that looks perfect on camera
- Full fluffy lashes
- Hairstyling - curls, waves, straight hair, ponytail, braids or updos

prices start from \$400

creative package

The most popular package for TV, theatre and music productions. It typically includes a variety of makeup products and tools specifically designed for creating realistic and dramatic effects on the skin and body, such as:

- Prosthetic pieces, such as fake wounds, scars
- Special effects makeup palettes with colours for creating bruises, burns, and other injuries
- Blood gel for creating realistic blood effects
- Wig application

Custom-made crowns are ornate headpieces that can be created in a variety of styles, from classic and traditional to modern and avant-garde. They can be made from a variety of materials, including metal, plastic, or fabric. Crowns can be designed to match the specific requirements of a particular character or production, and can be decorated with jewels, beads, feathers, and other embellishments. The designs can range from simple and delicate to elaborate and grand.

quote on application



preparing for your session

answer the questions below to help you get clear on your vision

- What is the story you'd like to tell? What do you need to communicate to your customers / clients?
- Identify what makeup and hair are for. Where will the photos / videos be used?
- What style of hair and makeup do you like? Collect screenshots, and create a mood board on Pinterest. Brainstorm ideas and visualise what you'd like to see.
- What are you going to wear?

skin preparation

- Exfoliate and moisture your skin the night before
- Please arrive with a clean face, NO makeup, no spray tan on the face to help ensure a flawless base application
- Hydrated lips (use lip balm if dry)
- Groomed brows if you are after defined brows
- Removal of excess facial hair if needed (to ensure a flawless makeup base application)
- NO lash perms or lash lifts
- Please use eyedrops or hay fever tablets BEFORE arrival if you have sensitive eyes
- If you would like your collarbones highlighted, please wear a strapless top.

Hair prep the night before

- Wash your hair with shampoo twice and use a conditioner
- No hair treatments or masks
- Blow dry hair straight
- Arrive with dry hair on the day

the process

prior to your shoot

Upon your enquiry, we'll schedule a conversation (either in person or over the phone) to go over the details. Afterwards, we'll agree on a specific date and time.

Via email, you'll receive three important documents:

- contract
- client questionnaire
- invoice

Your contract will outline all the important details for you and your hair and makeup appointment. A 50% installment is required to confirm your booking.

By making this payment, you are reserving my time and it is not eligible for a refund. In order to secure your spot, please sign the contract and send the first installment payment.

Your client questionnaire is to help us fine tune your vision. Once you have completed the brief I will prepare a mood board for you to review. It's important to ensure we have this finalised prior to your session so I can prepare appropriately with hair and makeup products and tools, and props should we need them.

appointment day

Arrive 15 mins prior to the appointment time. This gives you a moment to relax and calm any nerves. I'll be there to help you get ready and set up equipment and a makeup kit.

We'll start with a brief consultation, during which we discuss your skin type and any concerns you might have. This may involve looking at reference photos and discussing the specific needs of each individual.

We will collect some 'behind the scenes' content so you can also share it to your socials. I'm always just excited as you are to see the frames!

**THANK YOU, AND WE LOOK
FORWARD TO WORKING WITH YOU.**