

## **BASIC BUSINESS – PR – HEADSHOT CHECKLIST**

**Clothing** – Middle to dark tones. Stay away from white, unless it is under a jacket. Clothing should be stain and wrinkle free, with no frayed edges. Please keep additional clothing changes on hangers to prevent creasing. It is better to bring more than less if additional looks are required. For full or three-quarter length portraits, make sure the accessories match, such as shoes, belts and so on. Wear clothing that fits well, and that you love. The type of clothing should reflect the usage of the photograph.

**Hair** – Hair should be part of the whole look you are trying to achieve. It can be natural, or styled for whatever image you are going for. A trim or styling will make you feel and look great prior to the photography session. Make sure you like your haircut before the day of the session.

**Make-up** – For color, the make-up should be subtle and blended evenly. Keep it on the lighter side. With Black and White, it can go quite darker to enhance the main features, such as lips, and eyes. Most blemishes can be covered with the proper make-up, or re-touched out. Professional Photo Stylists are available on request, for a wonderful finished look. Please alert the stylist to any skin allergies. Stylists work well for both men and women.

**Beards** – Trim and shape beards and mustaches so they look clean. If a clean look is wanted, please shave prior or at the session. If your face is sensitive, please shave with enough time to allow the skin to calm down.