

HOW TO

# TAKE THE BEST PICTURES FOR YOUR ANALYSIS

TIPS FOR GETTING THE VERY BEST PICS

Style Me  
Happy

Get your analysis quicker by  
sending the best pics first time

Understand how lighting makes  
the biggest difference in showing  
your colouring



# COLOUR ANALYSIS

FOR YOUR COLOUR ANALYSIS, I NEED MAKEUP FREE PICTURES OF YOUR FACE IN NATURAL LIGHT.



THE BEST WAY TO DO THIS IS TO STAND FACING A WINDOW IN DAYLIGHT.

DO NOT STAND WITH YOUR BACK TO THE WINDOW AS THIS WILL RESULT IN A LESS CLEAR PICTURE AS THE PHOTOS ABOVE SHOW.

THESE WERE TAKEN AT EXACTLY THE SAME TIME, THE ONLY DIFFERENCE IS I AM FACING THE WINDOW IN THE FIRST ONE, AND THE WINDOW IS BEHIND ME IN THE SECOND PIC.

IF YOU HAVE LONG HAIR, PLEASE TIE IT UP OR PULL IT BACK AWAY FROM YOUR FACE.

I NEED TO BE ABLE TO ZOOM IN AND CLEARLY SEE YOUR EYE COLOUR. IF YOU CANT SEE YOUR EYE COLOUR CLEARLY ON THE PICTURES, THEN I WON'T BE ABLE TO EITHER.

I WILL USE AN APP TO REMOVE THE BACKGROUND AND ANYTHING ELSE TO JUST LEAVE YOUR HEAD SO IT DOESN'T MATTER WHAT YOU ARE WEARING.



I NEED TO BE ABLE TO CUT YOUR FACE OUT FROM THE PHOTO AND THEN I WILL ADD THIS PICTURE TO ALL OF THE DIFFERENT COLOUR PALETTES TO SHOW ME HOW THE DIFFERENT COLOURS WORK NEXT TO YOUR FACE LIKE THE PICS BELOW...



# PLEASE DON'T SEND...



## **BLURRY PHOTOS OR PHOTOS WITH A FILTER OF ANY KIND**

MAKE SURE TO GIVE THE LENSE OF YOUR CAMERA A WIPE BEFORE YOU TAKE ANY PHOTOS. THIS IS SUCH A SIMPLE THING THAT MAKES THE BIGGEST DIFFERENCE TO THE RESULT.

NO FILTERS AS THESE OBVIOUSLY DISTORT YOUR NATURAL COLOURING.



## **SUNGLASSES, HATS OR ANYTHING ELSE THAT COVERS YOUR FACE**

THIS SOUNDS OBVIOUS BUT YOU WOULD BE AMAZED AT HOW MANY PEOPLE SEND PICS LIKE THIS. NOW I ABSOLUTELY LOVE TO SEE YOUR HOLIDAY PICS, BUT THEY AREN'T GOING TO HELP ME TO COMPLETE YOUR ANALYSIS.



## **PHOTOS WITH A FULL FACE OF MAKEUP**

I NEED TO BE ABLE TO SEE YOUR NATURAL COLOURING TO DO THE MOST ACCURATE ANALYSIS. PLEASE SEND MAKEUP FREE PHOTOS. IF YOU HAVE ANY SEMI PERMANENT MAKEUP OR SIMILAR, PLEASE STATE THIS ON YOUR QUESTIONNAIRE. I KNOW WE ALL WANT TO LOOK NICE IN OUR PICS BUT YOU WILL GET THE BEST POSSIBLE RESULTS, WITH THE PICTURES WE USUALLY LIKE THE LEAST.

# ADDITIONAL INFO

- FAKE TAN - IF YOU ARE WEARING FAKE TAN IN YOUR PHOTOS, PLEASE LET ME KNOW IN YOUR QUESTIONNAIRE AND ALSO INCLUDE A PIC OF YOU WITHOUT IF POSSIBLE.
- IF YOUR HAIR IS DYED, OR IF YOU HAVE TRANSITIONED TO GREY HAIR, PLEASE INCLUDE A PIC OF YOUR NATURAL/ ORIGINAL HAIR COLOUR IF POSSIBLE. THIS CAN BE FROM WHEN YOU WERE A CHILD IF NECESSARY BUT IT IS REALLY HELPFUL TO BE ABLE TO SEE.
- THE WEBSITE WILL ONLY ALLOW YOU TO UPLOAD 4 PICTURES, IF YOU FEEL YOU HAVE MORE THAT WILL BE HELPFUL FOR ME TO SEE (THE MORE THE MERRIER TO BE HONEST!), THEN PLEASE EMAIL THEM OVER TO [ADMIN@STYLEMEHAPPY.CO.UK](mailto:ADMIN@STYLEMEHAPPY.CO.UK) ALONG WITH YOUR ORDER NUMBER AND THESE WILL BE ADDED TO YOUR FOLDER WITH YOUR QUESTIONNAIRE READY FOR WHEN I COME TO DO YOUR ANALYSIS.
- IF YOU WEAR GLASSES, PLEASE REMOVE THEM FOR AT LEAST ONE OF THE PICTURES.



# COLOUR ANALYSIS

## CHECKLIST...

ARE YOUR PHOTOS MAKEUP FREE?

ARE YOU STOOD FACING A WINDOW IN NATURAL DAYLIGHT?

CAN YOU CLEARLY SEE YOUR EYE COLOUR IN THE PICTURES?

IF YOU HAVE LONG HAIR, IS IT PULLED BACK AWAY FROM YOUR FACE?

IF YOU HAVE SEMI PERMANENT MAKEUP, HAVE YOU MENTIONED THIS?

IF YOU ARE WEARING FAKE TAN, HAVE YOU SENT ADDITIONAL PICS?

IF YOUR HAIR IS DYED, HAVE YOU SENT ADDITONAL PICS AND/OR INFO?

# BODY SHAPE ANALYSIS

FOR YOUR SHAPE ANALYSIS I NEED TWO OR THREE PICTURES AS A MINIMUM. I NEED A FRONT ON PIC, A SIDE ON PIC AND ONE FROM BEHIND TOO IF POSSIBLE.

YOU SHOULD BE WEARING FORM FITTING CLOTHING, PREFERABLY IN ONE COLOUR - THIS COULD BE LEGGINGS AND A TOP, A SWIMSUIT OR EVEN UNDERWEAR IF YOU ARE COMFORTABLE WITH THIS.

BELOW IS AN EXAMPLE OF WHAT I AM LOOKING FOR...

FRONT FACING



SIDE ON



FROM THE BACK



# PLEASE DON'T SEND...



## POSED PHOTOS WHERE YOUR BODY ISNT SHOWN STRAIGHT ON TO THE CAMERA.

THIS WILL DISTORT YOUR BODY SHAPE AND NOT GIVE AN ACCURATE REPRESENTATION OF YOUR SHAPE.

\*\*PLEASE REMEMBER THAT THESE PICTURES ARE THE ONLY TIME I WILL SEE YOU SO I REALLY NEED THEM TO SHOW YOUR SHAPE AS CLEARLY AS POSSIBLE.



## PICTURES TAKEN WITH THE PHONE DOWN TOO LOW OR TOO HIGH

THIS WILL ALSO DISTORT YOUR BODY SHAPE AND NOT GIVE AN ACCURATE REPRESENTATION OF WHAT YOUR BODY LOOKS LIKE. EVERYONE LOOKS LIKE A PEAR SHAPE WHEN THE CAMERA ANGLE IS LOW LIKE THIS.

# PLEASE DON'T SEND...



## PICTURES WEARING 'NORMAL' CLOTHES AS I CANT SEE YOUR SHAPE

PLEASE NO JUMPERS, COATS, HOLIDAY PICTURES OR ANYTHING ELSE WHERE YOU ARE JUST WEARING YOUR NORMAL DAY TO DAY OUTFITS

I KNOW ITS NOT CONVENIENT TO TAKE PHOTOS IN FORM FITTING CLOTHES BUT I PROMISE YOU THAT JUST TAKING 5 MINUTES OUT OF YOUR DAY TO GET THIS RIGHT, WILL MAKE THE BIGGEST DIFFERENCE.

I CAN'T SEE YOUR SHAPE WHEN YOU SEND IN PICS WEARING 'NORMAL' CLOTHES. THIS WILL RESULT IN MYSELF OR THE TEAM CONTACTING YOU AND ASKING FOR MORE PHOTOS TO BE SENT ACROSS. THIS IN TURN WILL PUSH THE DATES OUT ON YOU GETTING YOUR ANALYSIS BACK.

## TOP TIPS...

- WEARING ONE COLOUR OF CLOTHING IN YOUR PICTURES WILL REALLY HELP. PLEASE AVOID AND PRINTS OR PATTERNS.
- IF YOU CAN TAKE YOUR PICTURES AGAINST A PLAIN, LIGHT COLOURED BACKGROUND THEN THIS WILL ALSO HELP.
- MAINTAIN GOOD POSTURE FOR PHOTOS. STAND TALL WITH YOUR HEAD HELD HIGH IN A NEUTRAL POSITION. NO SLOUCHING.

# BODY SHAPE

# ANALYSIS PICTURE

# CHECKLIST...

- ARE YOU WEARING FORM FITTING CLOTHES THAT CLEARLY SHOW YOUR SHAPE?
- ARE YOU STOOD FACING THE CAMERA FRONT ON AND NOT AT AN ANGLE?
- IS THE CAMERA SHOWING YOU AT FULL LENGTH AND AT THE CORRECT HIGHT? NOT TOO HIGH OR TOO LOW.
- HAVE YOU GOT AT LEAST ONE FRONT FACING PHOTO?
- HAVE YOU GOT AT LEAST ONE SIDE ON PHOTO?
- HAVE YOU GOT AT LEAST ONE PHOTO FROM THE BACK?

THANK YOU FOR TAKING THE TIME TO READ THIS. IF YOU FOLLOW THE GUIDANCE HERE, IT WILL ENABLE ME TO PRODUCE THE BEST, MOST ACCURATE ANALYSIS FOR YOU IN THE FASTEST POSSIBLE TIME.

IT COSTS US A LOT OF TIME AND MONEY EVERY MONTH TO CHASE PEOPLE FOR BETTER PHOTOS SO PLEASE HELP US BY ENSURING THAT WHAT YOU HAVE SENT, IS WHAT WE NEED.

IF YOU HAVE ANY QUESTIONS ON ANYTHING IN THIS GUIDE, PLEASE CONTACT US ON [ADMIN@STYLEMEHAPPY.CO.UK](mailto:ADMIN@STYLEMEHAPPY.CO.UK) AND WE WILL BE HAPPY TO DISCUSS ANY OF IT FURTHER WITH YOU.

*Emily and the team at SMH*

Style Me  
Happy

