



TIPS TO GET READY FOR THE BIG DAY

Day of the Shoot

How it all works:

There will be a small crew of friendly people at the shoot - typically the photographer, a product guru, and a wardrobe specialist.

We'll start off with a meet and greet. Then we will get your little model dressed and style their hair, if needed.

During the shoot, your model will likely need to sit in a product (such as a car seat, stroller, or swing).

The shoot may take place outdoors, so plan to bundle up if it's a chilly day.

We aim to capture for your entire time slot, but we know babies and kids have their "off" days. For this reason, we will capture until your little one tells us they are done. Sometimes 20 minutes, sometimes 2 hours - all based on how they are feeling.

We want your model to feel great, so please ensure that they are well rested and well fed. Know that we always have plenty of models booked, so there is no pressure on you or your child. Come prepared to relax and have fun.

Pack Your Bags

What to bring along:

We know you likely have tricks up your sleeve to help your little one smile and giggle, so feel free to bring those tricks along. We always come prepared with props and smile-makers as well. Please bring:

- Any special comfort items and/or snacks that will put your child at ease or make them smile.
- Your child's favorite song on your phone.
- While we like your child's hair to be as natural as possible, please bring along any hair brushes, ties or styling products you prefer to use.

Other Details

Paperwork:

We will ask you to sign a standard GenSpan release form at the shoot to certify that we have permission to use your child's photo.

WHAT TO WEAR + HAIR AND MAKEUP

Baby:

- Bring a white body suit (onesie)— long sleeves if it's chilly
- Jeans or leggings

Mom, Dad or Older Kids:

- Jeans — dark skinny jeans without rips are preferred
- Neutral camisole or t-shirt
- A cute/stylish pair of flats or shoes - clean & unscuffed

Mom Hair & Makeup:

- Natural waves/curls or naturally straight hair, no blowouts or up-dos needed
- Natural makeup is preferred — go light on eyeliner. No lipstick is preferred; apply lightly if necessary.

Dad Hair & Makeup:

- Natural hair is preferred
- Beards should be well groomed and as short as you are willing to go.