

HEADSHOT PREPARATION GUIDE

A great headshot should feel polished, approachable and authentically you. A little preparation can go a long way in helping you feel confident and camera-ready on the day of your session.

ONE TO TWO WEEKS BEFORE YOUR SESSION

Haircuts & colour: Plan haircuts or colour appointments one to two weeks before your session. Avoid trying a dramatically new style or colour right before your appointment.

Skin care & hydration: Stick to your regular skincare routine and avoid introducing new products or treatments close to your session date. Hydrated skin photographs best, so drink plenty of water in the days leading up to your appointment.

Rest: Getting enough sleep can help you look refreshed and energized on camera.

CHOOSING YOUR OUTFIT

Professional headshots photograph best when the focus stays on your face. Choose clothing that feels polished, comfortable and representative of your professional brand.

Recommended:

- Solid colours (black, navy)
- Neutral tones (cream, soft blue)
- Earth tones (camel, olive)
- Rich jewel tones (burgundy)
- Structured clothing that fits well
- Layering pieces such as blazers or cardigans
- Textured fabrics with subtle detail
- Long or 3/4 sleeves for a polished appearance

What to avoid:

- Patterns, stripes or checkers
- Neon colours
- Large logos or graphics
- Wrinkled fabrics
- Shiny materials
- Extremely trendy pieces

Bring options: We recommend bringing two outfit options to create variety in your photos. A jacket or layering piece can quickly create a second look without a full outfit change.

Accessories & styling: Simple, timeless accessories work best. Avoid large statement jewellery or anything overly reflective or distracting.

Additional tips:

- Consider swapping your smartwatch for a more traditional watch
- Remove lanyards, name badges or AirPods before your session
- Clean eyeglasses thoroughly if you wear them regularly

Makeup: Camera lighting can soften facial features, so slightly more makeup than your everyday look often photographs best. Aim for polished and natural rather than dramatic.

Recommended:

- Matte or semi-matte products to reduce shine
- Evenly blended makeup
- Neutral lip and eye tones
- Light powder or blotting papers for touch-ups

What to avoid:

- Heavy shimmer
- Overly glossy products
- Dramatic contouring or heavy makeup looks

Facial hair & grooming: If you have facial hair, trim and shape it intentionally before your session. If clean-shaven, shaving the morning of your appointment generally photographs best. Trim nails and tidy eyebrows if desired.

DAY OF TIPS

- Arrive a few minutes early so you can settle in and make any final adjustments
- Moisturize lips and check clothing for lint before your appointment
- Relax — your photographer will guide you through posing and expression
- Wear something that makes you feel comfortable, confident and professional
- A confident, approachable expression is one of the most important elements of a great headshot.