

**Brides-to-be spend up to a staggering GBP6,545 on personal care and beauty, a survey for Beautiful Weddings magazine reveals today.**

The wedding outfit itself is the biggest item on a bride's bill, with wedding dresses costing up to, and occasionally more than GBP 3,000. The majority of brides spend GBP 50 to GBP 100 on underwear, with a few breaking the £200 barrier. Brides-to-be splash out on shoes, too. 93 percent buy a new pair, costing up to GBP 400.

The high spenders want to look perfect, right down to their nails – parting with up to GBP 200 for a manicure – and skin – up to GBP 350 on facials and products for home use. Most brides get a cut (92 percent) and blow dry (88 percent) before their big day, spending on average GBP 121. A professional makeover on the day costs brides an average GBP 76.

It's possible to cut back. Some brides spent just GBP 25 on a dress, and parted with a few pounds for some new shampoo, styling their hair themselves. One in five brides don't wear make up on their big day.

Editor of Beautiful Weddings, Rachel Harries-Darke says, *“With the average cost of looking beautiful coming in at GBP 1,460, and the big spenders parting with many thousands of pounds, beauty is big business for brides. And the importance of looking beautiful on their big day is what Beautiful Weddings magazine is all about. As well as helping brides create that once-in-a-lifetime radiant look, we feature 15 brides who have got it exactly right.”*

**Further findings**

Four out of five brides try to lose weight before their wedding, spending an average of GBP 210 for weight loss classes and GBP 316 on gym subscriptions. Two thirds of brides want to be bronzed on their big day, spending on average GBP 30. The majority of brides (85 percent) pay out for hair removal prior to

their wedding. While the average spend is GBP 27, a few spend up to £300.

11 per cent of brides have professional teeth whitening (average bill GBP 228), with a couple of brides-to-be spending over GBP 2000 on their teeth. 31 per cent of brides go for a massage before the big day, costing an average of GBP 29. Just seven brides in the survey went for surgery, not enough to provide statistically reliable data. Procedures included Botox, (circa GBP 200) and nose reshaping (GBP 3000).

Beautiful Weddings, which launches today, is available from Tesco stores nationwide, priced GBP 3.97.

[www.beautifulweddingsmagazine.co.uk](http://www.beautifulweddingsmagazine.co.uk)

## ENDS ## Issued September 2006 - For Immediate Release

#### ***Editor's notes***

- 1. For more survey information and high res images contact Antonia Chitty at ACPR [Antonia@acpr.co.uk](mailto:Antonia@acpr.co.uk) on 07900 580 668*
- 2. **Beautiful Weddings** is published by Giraffe Media, 8 Hammet Street Taunton TA1 1RZ.*
- 3. The survey asked questions of 280 visitors to the [www.weddingideas.co.uk](http://www.weddingideas.co.uk) website and readers of Wedding Ideas' newsletter about hair, make-up, clothes and other personal care costs. There were four responses from grooms/grooms to be which were discounted from the sample as this was not a large enough number to produce any statistically reliable results. This produced 249 valid responses from brides and brides to be. The survey ran from 15 July 2006 to 24 August 2006.*