

BEHELD

BEAUTY COLLECTIVE

We Prepare Brides to *Be* BEHELD



Bridal Price Guide

KENTUCKY



WELCOME

Hello BEHELD Bride,

Welcome to the Beheld experience. I am passionate about beauty, hospitality, and unforgettable celebrations — and I built Beheld to deliver all three at a level no single freelancer can.

Beheld is not one artist with a kit. It is a **luxury beauty house**: a team of 25+ stylists and artists developed through our own tiered training program, backed by emergency reinforcements, guided by proven wedding-morning systems, and headquartered at **Sanctuary**, our luxury event property. We value high-quality services and higher-quality people — a company of exceptional artists who create joy-filled, stress-free occasions.

Every Beheld stylist is both an artist and a steward — artistry creates beautiful work; stewardship protects your experience on the one morning that has no do-overs.

As you make your way through this multi-option price guide & contract, consider: *why Beheld?*

Maddie Wofford

FOUNDER & OWNER, BEHELD BEAUTY
COLLECTIVE



MADDIE WOFFORD · FOUNDER

AS FEATURED IN

BRIDES · Vogue Weddings · Martha Stewart Weddings · Kentucky Bride ·
and more

TEN REASONS

Why BEHELD?

01

PROVEN EXCELLENCE

10+ years in business and 2,000+ bridal parties styled. Unmatched expertise, flawless results.

03

RELIABLE EMERGENCY BACKUP

Illness or emergency? Our team steps in seamlessly. Beheld has reinforcements freelancers and small teams simply do not.

05

NO LOCAL TRAVEL FEES

Travel fees are waived when your specialist is based within 10 miles of your city center.

07

FAST & FLAWLESS

We handle multiple appointments efficiently — without sacrificing quality.

09

A HOME AT SANCTUARY

Our team is headquartered at Sanctuary, our luxury event property — host your bridal preview in our space, or make it home for your whole wedding weekend.

02

A TRUE TEAM

25+ stylists and artists with diverse skills to match every style preference — not a one-person calendar.

04

THE BEHELD TRAINING SYSTEM

Every artist advances through our structured training and evaluation program, with monthly education led by owner Maddie Wofford and guest educators.

06

PERSONALIZED SERVICE

Tailored recommendations, custom timelines, and a stress-free getting-ready experience.

08

ULTIMATE FLEXIBILITY

Large bridal parties, last-minute changes, every style preference — with 25+ artists on our team, we have the depth to cover it all.

10

TIMELESS INVESTMENT

Two things outlast your wedding day: your photos and how you feel in them. Trust Beheld for lasting beauty.



One day. A lifetime of feeling it.

Your wedding morning happens once. Beheld exists to make sure it feels the way it should — beautiful, unhurried, and entirely cared for. That's not an accident. It's the result of trained artists, tested systems, and a team built to deliver excellence quietly, so you never have to think about it.

Because what you carry with you afterward isn't just how you looked. It's how you felt.



BEYOND FREELANCE

The BEHELD Standard

Luxury is consistency. Every Beheld artist is trained, evaluated, and promoted through our Five Growth Pillars before they ever work a wedding morning. When you book Beheld, you aren't hoping your artist is good — every artist on our team is exceptional. That's the standard behind our name, not the exception to it.



COMPETENCY



RELIABILITY



COMMITMENT



LEADERSHIP



STEWARDSHIP

EVERY ARTIST, ONE STANDARD

EVERY BEHELD BOOKING

The Beheld Standard

Every artist who arrives at your door has completed our full training and evaluation process, and works under the same wedding-morning systems.

Exceptional is the floor here, not the ceiling — it's what you can expect from any Beheld artist, on any package.

RESERVED FOR LUXE

The Luxe Artist

The top talent on our team, full stop. Our highest-competency artists, with the most wedding mornings behind them and features in national publications to prove it. Book Luxe to guarantee one of them leads yours.

Excellence is never assumed at Beheld — it's trained, tested, and proven before an artist ever works a wedding morning.



THE COLLECTIONS

Let's Look at Your Options

We prepare brides to *be* BEHELD, in five ways — engineered so you never pay for more than your morning needs, and never settle for less than it deserves.

LET'S LOOK AT YOUR OPTIONS

Find Your Fit

BEST PRICE FOR 10

Signature 10

Our signature special — 10 services at our best per-service price. Our most popular package.

MOST FLEXIBLE

Entourage

For smaller bridal parties — pay only for the people you need styled. Ideal for 6–9 per service.

THE ELEVATED EXPERTISE

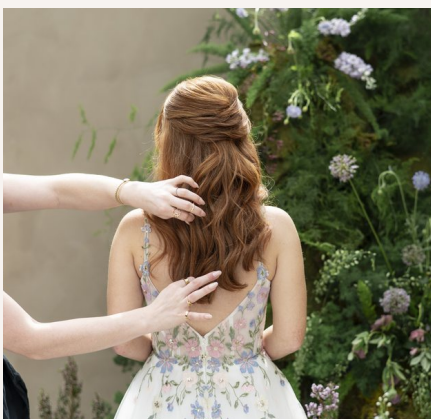
Luxe

Our most expert lead artists, white-glove execution, and signature touches reserved only for Luxe.

A simple guide: booking 6–7 people, Entourage is your fit. At 8–9, compare with Luxe — you'll be surprised how close it is. At 10, choose Signature 10 for *our best price* or Luxe for *a guaranteed Luxe artist*.

EVERY BEHELD PACKAGE INCLUDES

- A complete bridal preview of your wedding-day look
- Professional & trend-current styling expertise
- Clip-in extension application — yours to bring, we know just how to blend them in
- Veil & hairpiece pinning
- Unlimited email consultations throughout planning season
- A personalized schedule of services for your wedding-day timeline



THE OPTIONS



EXCLUSIVE OPTIONS

Signature 10 & Luxe

MOST POPULAR • BEST PRICE FOR 10

Signature 10

with the Beheld team

For brides who need beauty services for *up to 10* bridal party members, including herself. Ten services at our best per-service price — our signature special, whatever day you say "I do."

HAIR	\$1,275
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MAKEUP	\$1,475
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HAIR & MAKEUP	\$2,695
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Includes bridal preview.

THE ELEVATED EXPERTISE

Luxe

with a guaranteed Luxe artist

For brides who want our most expert artists leading the finest getting-ready experience we offer, for *up to 10* bridal party members, including herself.

HAIR	\$1,475
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MAKEUP	\$1,675
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HAIR & MAKEUP	\$3,095
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- ◆ Led by one of our most experienced, publication-recognized artists
- ◆ First choice of bridal preview date & time
- ◆ Premium touch-up kit — yours to keep
- ◆ Finishing touches locked in before we leave
- ◆ White-glove execution & concierge timeline

Includes bridal preview. Luxe touches cannot be purchased separately.

Just \$200 more than Signature 10 — the upgrade brides remember.

EXCLUSIVE OPTIONS

The Entourage & The Solo

MOST FLEXIBLE • 6-9 PEOPLE

The Entourage

for smaller bridal parties

For brides who need styling for herself and a smaller bridal party — mothers, grandmothers, and bridesmaids included — pay only for the people you need styled.

BRIDE HAIR	\$325
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BRIDE MAKEUP	\$375
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BRIDE HAIR & MAKEUP	\$675
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PARTY MEMBER HAIR	\$130
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PARTY MEMBER MAKEUP	\$145
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Bride services include bridal preview. Each service (hair or makeup) has a 6-person minimum for Saturday peak-season bookings.

JUST THE BRIDE

The Solo

for the bride who needs only herself styled

We happily accommodate solo brides around our existing bookings.

HAIR OR MAKEUP	\$425
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HAIR & MAKEUP	\$825
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Includes bridal preview. Reflects an additional fee for limiting services to one session.



Approaching 9-10 people? Signature 10 or Luxe becomes the better fit — ask us to price both.

A LEGACY OFFERING

The Founder's Collection

A premium opportunity to have "Hair by Maddie Woff" — the visionary and namesake behind Beheld — as your lead stylist, with Beheld's Makeup Artist & Educator completing your luxury beauty team.

HAIR & MAKEUP · UP TO 10 TOTAL, INCLUDING THE BRIDE

\$3,500

+ \$150 PER EXTRA SERVICE

HAIR ONLY WITH MADDIE

\$1,850

+ \$150 PER EXTRA SERVICE

With limited availability each year, this legacy service reflects Maddie's dedication to creating unforgettable beauty experiences while she grows **Beheld Beauty Collective** across the country. Each bride receives Maddie's signature artistry — a truly rare and personalized offering.

MADDIE WOFFORD · FOUNDER & NAMESAKE



THE DETAILS

Additional Services

Additional Signature 10 hair or makeup	\$110 / service
Additional Luxe hair or makeup	\$140 / service
Flower girl / jr. bridesmaid (10 & under) — hair or makeup	\$65 / service
Standalone hair appointment (<i>engagement sessions, rehearsal dinners, portraits & more</i>)	\$155
Standalone makeup appointment (<i>engagement sessions, rehearsal dinners, portraits & more</i>)	\$175
<i>Standalone pricing reflects a single dedicated appointment — our team sets aside the booking just for you.</i>	
Touch-ups after initial session	\$125 / hour
Second look hair (return to venue)	\$325
Early start (before 7 a.m.)	\$100 / artist
Holiday weekends	\$150 / artist

CURLING & MAKEUP ASSISTANTS

Want to cut down the getting-ready window? Add a curling or makeup assistant to your timeline — **it avoids early mornings and typically cuts service time in half.**

Assistant \$35 / hour

TRAVEL

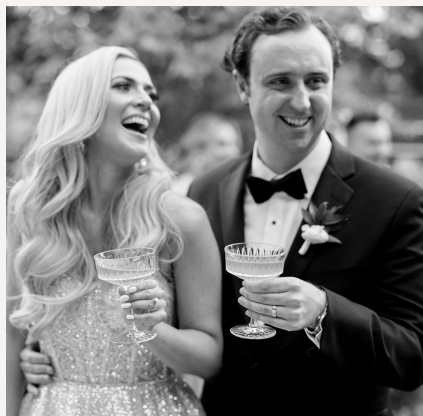
Calculated round trip from your specialist's home city.

Round-trip mileage \$1.25 / mile / specialist

No travel fee within 10 miles of your city center, provided you're booking a specialist based in your city.

NO MINIMUMS DURING OFF-SEASON · 10% OFF JANUARY – MARCH

Destination wedding? The best. Contact us for a customized quote.



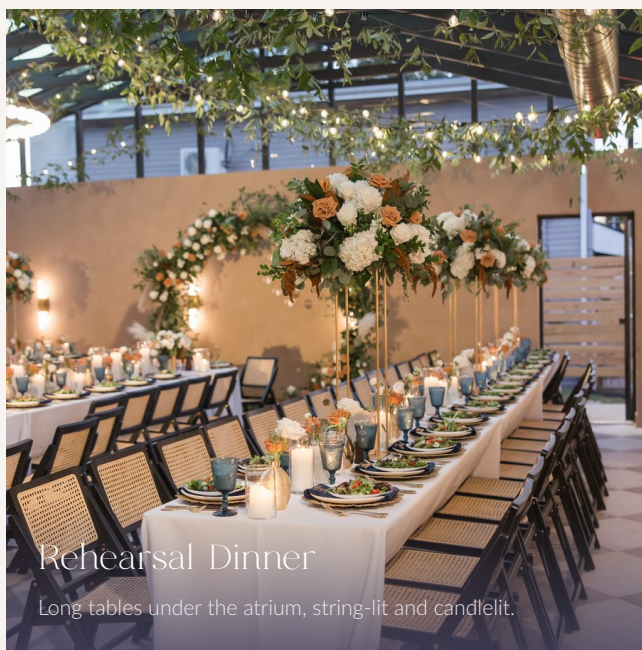
ADDITIONAL SERVICES

OUR SISTER COMPANY

Sanctuary

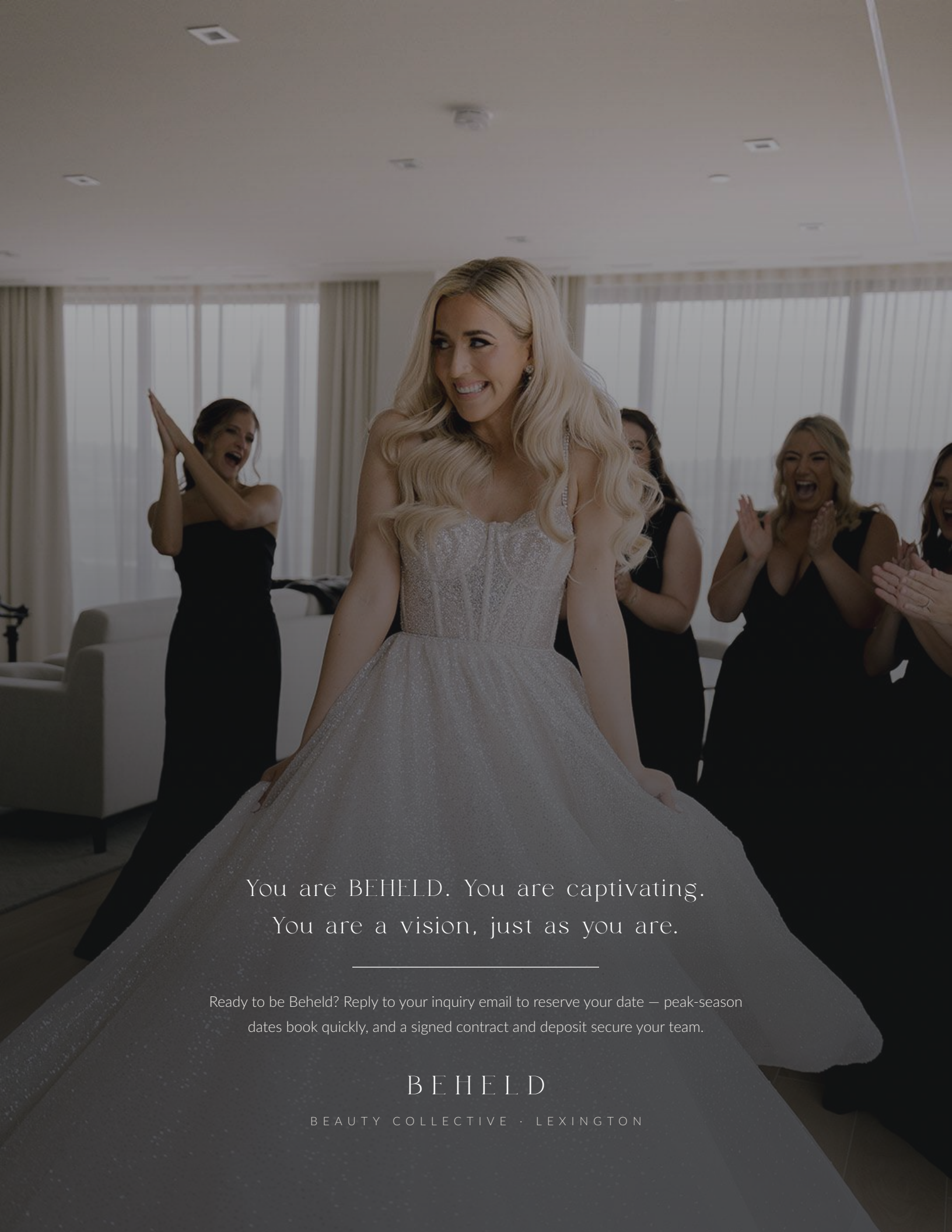
home of BEHELD — and, for a weekend,
home for you

Sanctuary is Beheld's luxury event property and headquarters — a glass-roofed atrium seating up to 100, with a two-bedroom guest suite upstairs. With our **weekend package**, it's yours for two nights, to use however you wish: rehearsal dinner, getting ready, ceremony, or a nightcap with loved ones.



Rehearsal dinner Friday. Getting ready Saturday. One address, zero logistics — your wedding weekend, held in one beautiful place.

Ask us about Sanctuary weekend availability when you reserve your beauty services — Beheld brides receive priority booking.



You are BEHELD. You are captivating.
You are a vision, just as you are.

Ready to be Beheld? Reply to your inquiry email to reserve your date — peak-season dates book quickly, and a signed contract and deposit secure your team.

BEHELD

BEAUTY COLLECTIVE · LEXINGTON