

# How to take Before & After Photos

CHEAT SHEET FOR PATIENTS & CUSTOMERS

## LIGHTING



### Use a Secondary Light

Natural lighting works best!  
Use a flashlight, selfie light, stand in front of a window or in a brightly lit room.



### Avoid Overhead Lighting

This can cause shadows and not reflect the condition accurately.



### Avoid Camera Flash

This can wash out the image & misrepresent the condition.

## BACKGROUND



### Plain

Use a flashlight, selfie light, or brightly lit room.



### Consistent

There can be texture as long as it is the same and doesn't change.



### Avoid Busy Backgrounds

This is harder to replicate and can change the color of the image.

## CAMERA POSITION/ANGLE



### Context

Show area/body location from a clear distance. It can be zoomed in if needed.



### Too Close

This is okay but more location area to understand the process helps.



### Too Far

This can cause the image to be shaky and lost focus on the location.

## SUBJECT APPEARANCE

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**Clothing:** Encourage the subject to wear different clothing in each photo to signify the passage of time and reinforce authenticity.



**All Natural:** Avoid makeup on the treatment area to ensure results are visible without enhancement.



**Plain and simple:** Use neutral expressions (for facial conditions) and avoid accessories like glasses or jewelry that distract from the treatment area.

## CHECK LIST FOR SHOTS

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### Checklist for **BEFORE** Photos: Set the Scene

- ☐ 1. Choose a location
  - a. With good natural lighting and a solid-colored background.
- ☐ 2. Positioning
  - a. Position yourself at a medium distance to show the treatment area clearly.

### Take Photos

- ☐ 1. Medium-Distance Shot
  - a. Capture the treatment area on the body.
- ☐ 2. Close-Up Shot
  - a. Focus on the treatment area in detail.
- ☐ 3. Alternate Angles
  - a. Include photos from additional angles for thorough documentation.

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### Checklist for **AFTER** Photos: Match the BEFORE Scene Setup

- ☐ 1. Reuse the BEFORE location
  - a. Use same location, background, and lighting as the BEFORE photos.
- ☐ 2. Replicate the BEFORE positioning
  - a. Match angles & distances as closely as possible as the BEFORE photos.

### Take Photos

- ☐ 1. Medium-Distance Shot
  - a. Show the same treatment area on the body.
- ☐ 2. Close-Up Shot
  - a. Focus on the same treatment area in detail.
- ☐ 3. Alternate Angles
  - a. Include photos from the same additional angles as the BEFORE shots.