

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



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

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.

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.