

Before & After Photo Guidelines

1

Camera Position

The viewer should instantly understand where the scar or treatment area is on the body, and the angle must be repeatable over time.

✓

Target



X

Avoid

*Under-side angle (need front side)



2

Lighting

Scar Fully Exposed: Lighting should be bright, even, and consistent and the scar must be fully visible with nothing covering it.

✓

Target



X

Avoid

*Flash covers up the scar



3

Background

Background & Distractions: Nothing in the frame should compete with the treatment area being photographed.

✓

Target



X

Avoid

*Background is distracting



4

Consistency

Consistency is the most important rule. Before and After photos must match as closely as possible to accurately show progress.

✓

Target



X

Avoid

*Glasses not to be worn in both photos



5

No Editing

Photos must be submitted raw and unedited so the results remain both accurate and trustworthy.

✓

Target



X

Avoid

*Text on photo

