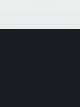


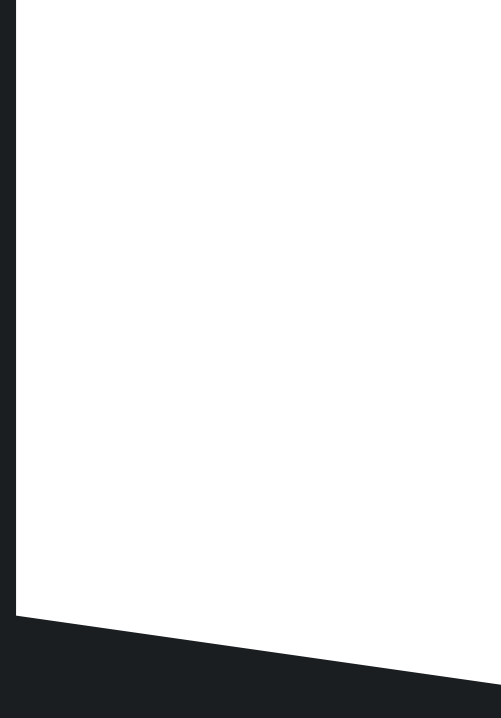


Optimizing the Quality of Before-and-After Patient Photos



Choose a Consistent, Neutral Backdrop

The ideal backdrop for your before and after photos is a solid-colored, non-reflective surface. It is best to use the same background for both the before and after photos, as well. By maintaining a consistent visual landscape across both sets of photos, you help draw focus to the results.



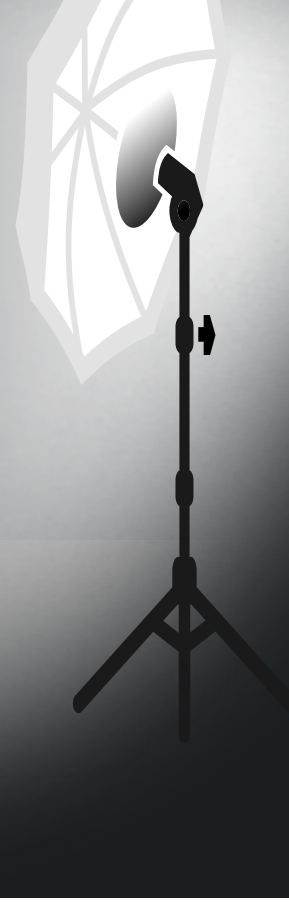
Remove Makeup, Accessories, and Other Distractions

Ask patients to take off all accessories and remove any makeup that might appear in the photos. If clothing will be visible, provide the patient with a modest covering in a relatively neutral color. Identifying marks such as tattoos should also be edited out as best as possible to help protect patient privacy and keep the focus on your work. That said, you should refrain from editing out surgical scars or anything else related to the procedure. Before-and-after photos should be an accurate representation of the results you helped the patient achieve, so it is important that they be as authentic as possible!



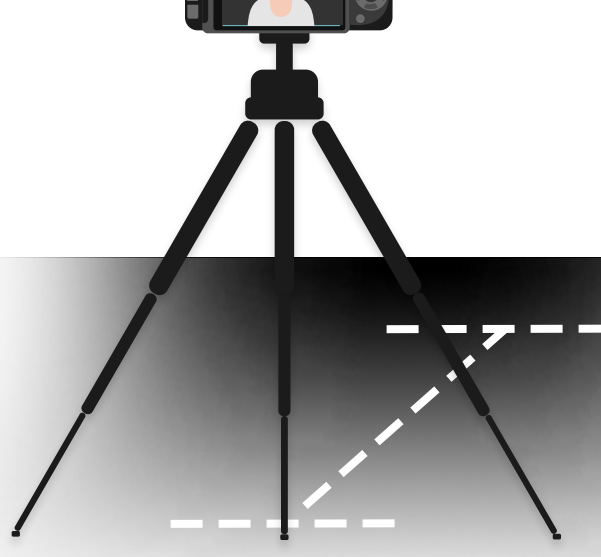
Use Proper Lighting

Make sure the location in which you take your photos has controlled, balanced lighting. Ideally, position two studio lights at an equal distance on either side of your camera. Regular room lighting is rarely enough, and you should avoid relying primarily on natural light, as this can fluctuate depending on the weather and time of day you are taking photos. It is also important to minimize any backlighting, which can create undesirable shadows in your shots.



Shoot From the Same Distance and Angle

Angles are an important aspect of all types of photography, but especially before-and-after photos! We recommend taking “before” pictures from several angles and then matching those angles as closely as possible in the “after” photos. This puts patient results front-and-center and allows viewers to clearly see the changes. Making sure to maintain the same distance from the subject when taking photos also helps ensure better visual consistency.



Keep Lighting and Camera Settings Consistent

Whatever lighting and camera settings you utilize for “before” photos should remain exactly the same for “after” pictures. This helps to avoid one image turning out dark/saturated and the other ending up bright/washed-out. You should also be sure to match the photo orientation—landscape/horizontal or portrait/vertical—between the before and after shots. Discrepancies in photo orientation will create a variance in how the photos look when placed side by side.



Have a Designated Studio Space

Using a consistent location can help improve photo quality, but we understand that office space can sometimes be limited. Setting up a room that can be utilized for both photos and consultations can provide a great solution. All you’ll need is a collapsible backdrop and a few pieces of tape on the floor that mark ideal positions for the camera and patient.



PRO TIPS:

- Remove names, surgery dates, and all other identifiable information from file images prior to uploading to your website or social accounts—failing to do so may jeopardize the privacy of the patient.**
- Organize images into folders according to procedure with before and after images clearly labeled.**
- Provide specific details for each case to help those viewing the gallery understand the outcomes for certain procedures, making sure to note when multiple treatments have been performed.**
- When taking body or full-head shots, always leave some background space on both sides of the patient—removing extra space is far easier than adding space if cropping is necessary.**
- Consent for website usage is not the same as social media consent—if you want to post before-and-after photos on social media, make sure this is clearly specified on the consent form.**