

Professional Guide:
**BEFORE & AFTER
PHOTOGRAPHY IN
AESTHETIC CLINICS**



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BEFORE & AFTER PHOTOGRAPHY IN AESTHETIC CLINICS



1. PURPOSE OF BEFORE & AFTER PHOTOS

- Build patient trust through transparency.
- Demonstrate the clinic's real results and expertise.
- Support marketing efforts (social media, websites, printed materials).
- Educate new patients and staff on treatment outcomes.

2. LEGAL & ETHICAL CONSIDERATIONS

- Always obtain written informed consent before taking or sharing patient images. If you do not have a consent form in place, please contact InMode for support.
- Clearly explain to patients where and how their images may be used (social media, website, educational materials, etc.).
- Offer the right to revoke image consent at any time.
- Avoid using identifying features (tattoos, jewelry) unless approved.



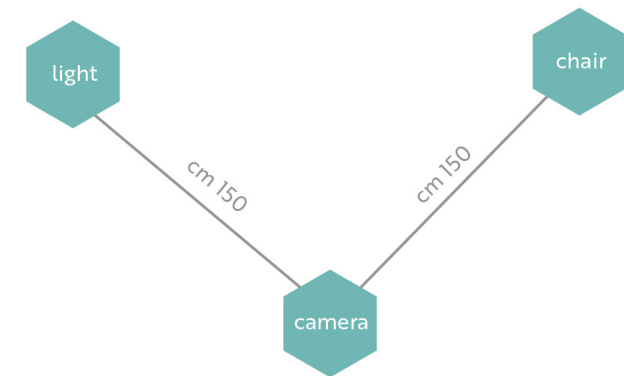
3. TECHNICAL BEST PRACTICES

- Camera: Camera settings (not just “high quality”) + Use same zoom level / focal length (avoid wide-angle distortion) (min. 12MP).
 - Lock:
 - exposure
 - white balance
 - Turn OFF:
 - beauty mode / HDR auto-enhancement
- Lighting: Use white, soft, diffused light (e.g., ring light or softbox). Avoid natural light due to inconsistency.
- Background: Neutral (light grey, beige or white), clean and uncluttered.
- Tripod: Use one to ensure the same angle and distance.
- Angles & Distance: Always keep them consistent between sessions.
- Framing: Full face/body depending on treatment, centered and aligned.
- Image quality: Always high-resolution, suitable for print and digital.



Attached is the floor sticker used to indicate the positions where objects should be placed.

STICKER SIZE: 10 cm wide



Mark the position of the equipment

4. ZONE-SPECIFIC GUIDELINES

Facial Treatments:

- No makeup, no smiling, no raising eyebrows, relaxed jaw, hair tied back, eyes open naturally (not wider in “after”)
- Angles: front, 45° right, 45° left, profile left/right.
- Always use the same lighting and head positioning.

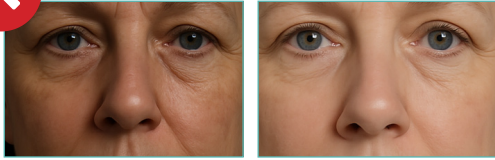
Body Treatments:

- Same posture, same undergarments if possible.
- Photograph from front, side, and 45° angle.
- Show clearly treated areas: abdomen, thighs, arms, etc.

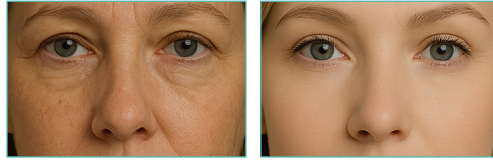
Pigmentation / Vascular:

- Use close-up or macro mode.
- Same lighting and exact positioning for accuracy.





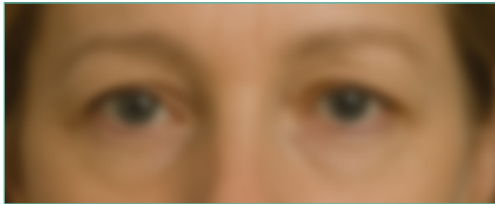
INCONSISTENT LIGHTING BETWEEN BEFORE & AFTER



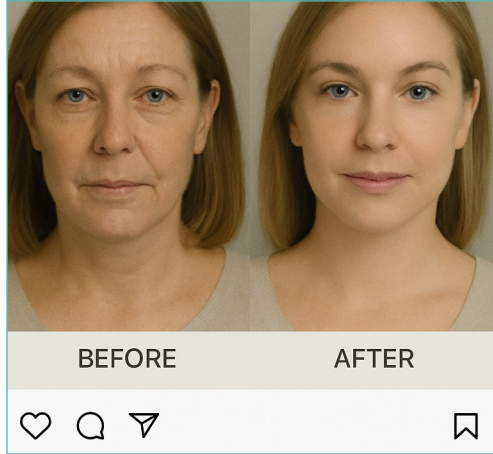
FILTERS OR PHOTO EDITING APPS



CHANGING PATIENT POSE TO EXAGGERATE RESULTS



LOW-RESOLUTION OR BLURRY IMAGES



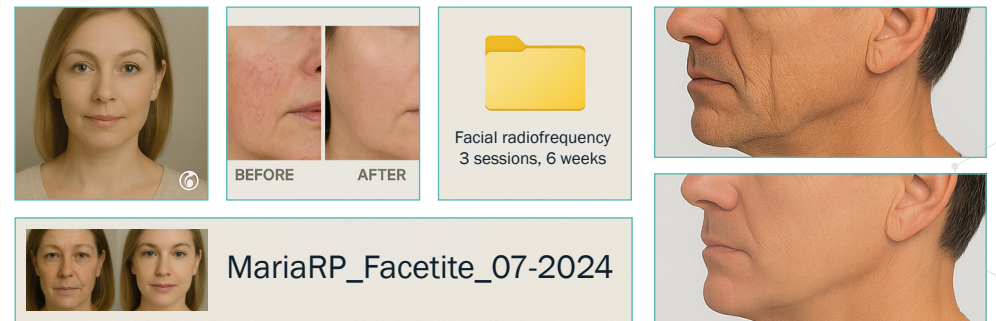
POSTING WITHOUT CONTEXT

5. COMMON MISTAKES TO AVOID

- Inconsistent lighting between before & after.
- Changing patient pose to exaggerate results.
- Low-resolution or blurry images.
- Filters or photo editing apps.
- Posting without context (no treatment info, timeline, etc.).

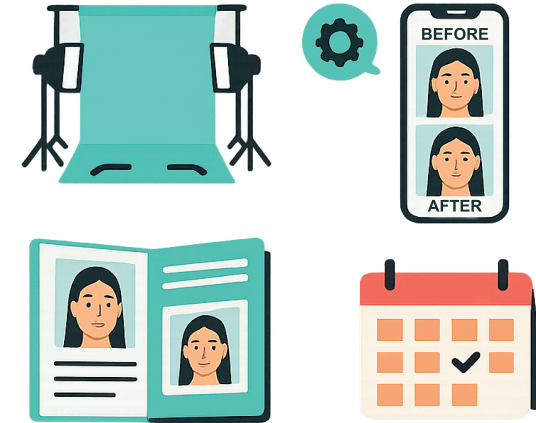
6. MARKETING & BRANDING TIPS

- Add a small logo watermark in a corner.
- Use image carousels: before → after → treatment info.
- Mention type of treatment, number of sessions, and time between photos.
- Organize images in folders: PatientName_Treatment_Date.
- Maintain brand consistency: same background, color tone, photo format.



6. PRO INSIGHTS FROM TOP CLINICS

- Create a dedicated photo station with lights, backdrop, and floor marks
- Use software or apps to standardize photos (e.g., RepeatMD, Canfield Mirror)
- Include before & after images in consultation, brochures, protocol books
- Schedule photo sessions into the treatment plan



7. PRINTABLE CHECKLIST: B&A PHOTO SESSION



**CONSENT FORM
SIGNED AND FILED**



**CONSISTENT
LIGHTING SETUP**



**NEUTRAL, CLEAN
BACKGROUND**



**SAME CAMERA ANGLE
AND DISTANCE**



**HAIR TIED BACK /
NO MAKEUP (FACIAL)**



**SAME CLOTHING /
POSTURE (BODY)**



**HIGH RESOLUTION
IMAGE**



**DATE, SESSION, AND
TREATMENT RECORDED**

Staff Training Script

Objective:

Train clinic staff on capturing high-quality Before & After photos.

“Hi team! Today we’ll review how to take professional before and after photos. These images are one of our most powerful tools to show real results to future patients.

First, we must always get signed consent and explain where images may be used. Then, we make sure lighting, camera angle, and background are the same for every photo. Patients should remove makeup and tie their hair back. Consistency is key. No filters or editing allowed.

We will take front, side, and angled shots depending on the area treated. Always use the same setup, and note the date and treatment stage.

These photos help build patient trust and show the quality of our work. Let’s keep them clean, professional, and authentic.”

Let’s continue improving how we show the amazing results we deliver!



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