



STERN

MEDICAL AESTHETIC
SOLUTIONS

Before & After Photography Guideline

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KEY PRINCIPLES of good before & after photography

Consistency is everything.

Your BEFORE and AFTER images should maintain:

- The same lighting
- The same background
- The same camera angle
- The same facial expression
- The same distance from the camera
- The same positioning/posture

The more consistent the images are, the more accurate and impactful the results appear.

LIGHTING guidelines

BEST OPTION:

- Natural indirect lighting
- OR
- Consistent clinic lighting

AVOID:

- Harsh overhead lighting
- Flash photography
- Different lighting between before and after
- Warm/yellow lighting
- Strong shadows

TIP:

Position the patient facing the light source evenly.

BACKGROUND & setup

RECOMMENDED:

- Clean white, grey, or neutral background
- Minimal distractions
- Consistent setting for every photo

AVOID:

- Busy clinic backgrounds
- Mirrors
- Different rooms/settings

PATIENT positioning

REQUIRED ANGLES:

- Front view
- Left side profile
- Right side profile
- Optional 45° angle

IMPORTANT:

- Hair tied away from the face
- No makeup if possible
- Neutral facial expression
- Eyes open naturally
- Chin level and posture straight

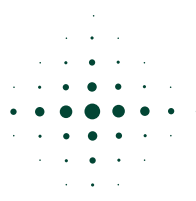
Front view



Side view



45° angle view



PHONE & TABLET photography guide

Modern smartphones can produce excellent before & after photography when used correctly.

RECOMMENDED SETUP:

- Use the BACK camera (not selfie mode)
- Wipe the lens before every session
- Use portrait orientation consistently
- Stand the same distance away each time
- Turn OFF beauty filters and AI enhancement settings

IPHONE TIPS:

- Use standard Photo mode
- Avoid Portrait Mode for consistency
- Tap to focus before capturing

ANDROID TIPS:

- Disable "Beauty Face" or "Skin Smoothing"
- Use natural colour settings where possible

HELPFUL ACCESSORIES:

- Ring light
- Tripod
- Phone stand marker on floor for consistency

ADVANCED PHOTOGRAPHY & skin analysis options

IMPORTANT:

Please still include standard clinical before & after photography alongside analysis imaging.

EDITING policy

o maintain competition fairness and treatment credibility:

NOT ALLOWED:

- Filters
- Skin smoothing
- Face editing
- AI enhancement
- Colour manipulation
- Retouching

ALLOWED:

- Cropping
- Brightness adjustments (minimal and consistent)
- Alignment corrections

TREATMENT documentation

PLEASE INCLUDE:

- Treatment performed
- Number of sessions
- Timeline between photos
- Homecare products used (if applicable)

Exceptional photography elevates exceptional
results.

We are so excited to see your submissions and
celebrate the incredible outcomes being achieved
within your clinics.

Email: marketing@sternlaser.co.za **Tel:** +27 (0)11 082 1230

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