

Your Guide to Taking Good-Quality Before and After Pictures

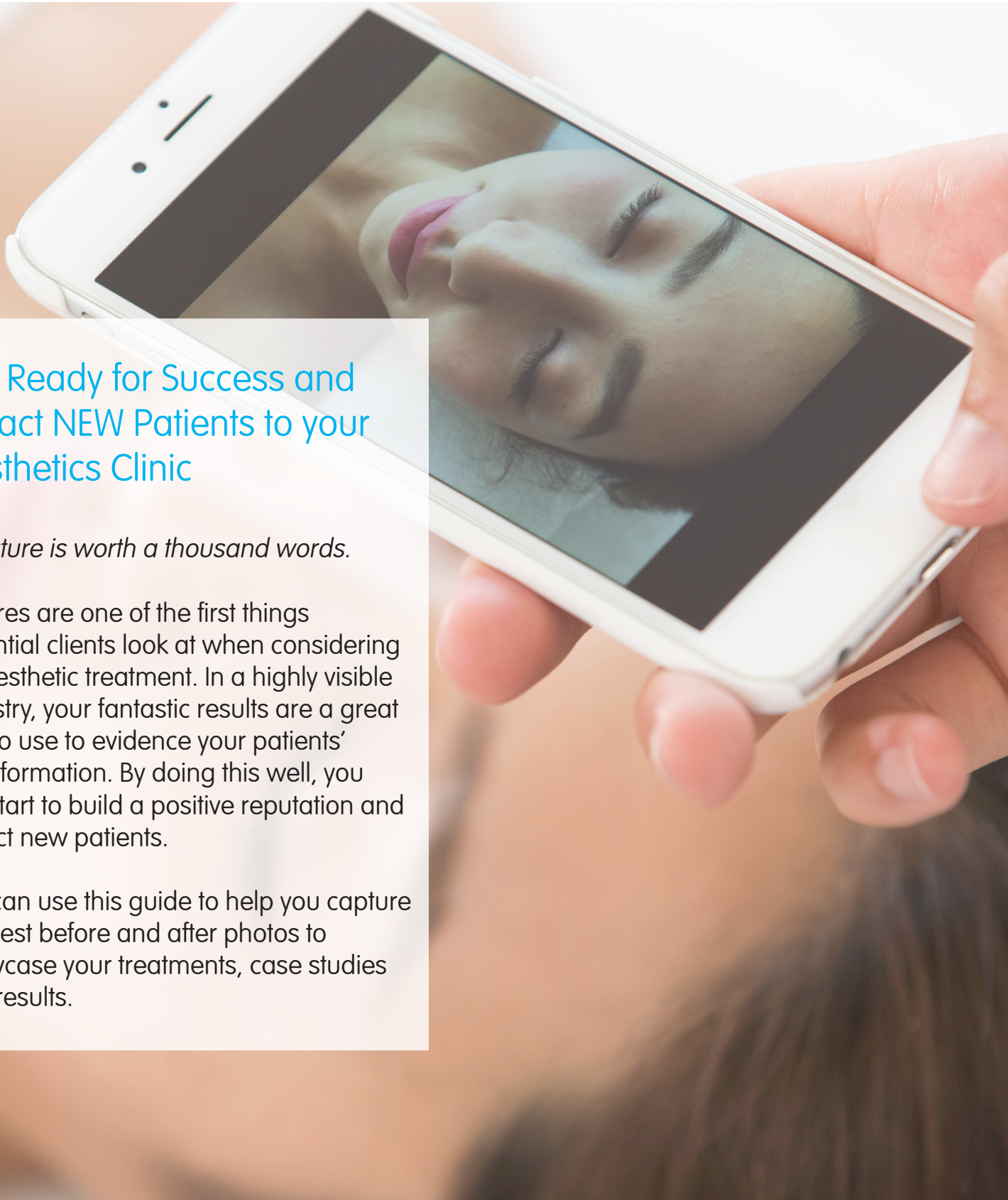


Get Ready for Success and Attract NEW Patients to your Aesthetics Clinic

A picture is worth a thousand words.

Pictures are one of the first things potential clients look at when considering an aesthetic treatment. In a highly visible industry, your fantastic results are a great tool to use to evidence your patients' transformation. By doing this well, you will start to build a positive reputation and attract new patients.

You can use this guide to help you capture the best before and after photos to showcase your treatments, case studies and results.



Why use Before and After Photos?

Pictures say a thousand words. One of the biggest convertors for your patients considering treatment is emotional connection, which is one reason why including imagery in your marketing strategy can help you to attract NEW patients and expand your existing customer base.

Strong before and after images can be a key deciding factor for patients considering a treatment with you. You can use before and after images and case studies to support a variety of clinic activities including your website

content, clinic leaflets, posters, newsletters, PR, social media platforms and more.

Marketing your images on as many platforms as possible is a great start to enhance the emotional decision-making process.

Try to capture your success stories, expressing experiences before, during and after treatment. This helps to encourage others to imagine the journey you can take them on.

You can get the most out of your images by showcasing your results in a case study format to local press or as a submission to a magazine or medical journal.

A great tip is to get into the habit of collecting testimonials alongside your before and after images. This helps you build a trusted reputation and brings the image to life, encouraging people to imagine how they could look and feel after the treatment themselves: The ultimate conversion tool.

Before and After Photos are Your Best Marketing Tool



In a world where social media is a habit and selfies are a daily occurrence, photos often have a heavier weight online than words.

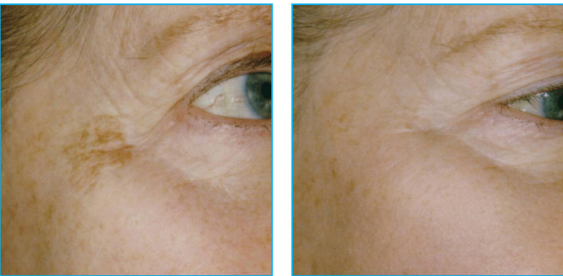
Creating consistent and high-quality before and after photos is essential in this industry. With digital users reading less, you need eye-catching and engaging content to grab people's attention.

You don't want to promote images that look nothing alike, as this may put people off if they don't trust it is the same person in both pictures. It won't take long for you to get in the habit of taking consistent pictures.

Once you get the hang of it, this is a great way for you to show your professionalism and influence new enquiries.

Instagram is a great tool to maximise lead generation and a great place to promote your results. Not only is this a great tool to use to promote yourself, it's also a quick easy way to look at what competitors are promoting to get some inspiration.

Pigmentation - LUMINA



Before

After

Courtesy of Court House Clinic

Tattoo Removal - LUMINA



Before

After

Courtesy of Avalon Laser Clinic: 2x Treatments

Invest in A High-resolution Camera

Investing in a high-quality camera is recommended to produce the highest quality images. A DSLR camera is going to be your best option if this is something you consider. Don't worry if this isn't an option for you. In the beginning, using your phone is an alternative to take good enough quality images that you can use in your marketing.

Take Photos in the Exact Same Location

Once you've selected the best before and after location, take a few test shots to see how they look. Use someone to test the images to find the perfect angle. You should always look at your photos straight after you take them to make sure you are happy with them.

Once you have the right distance for your photo, mark the spots on the floor where you want to use your camera each time, or where you want to position your clients.



Make Sure the Lighting is Perfect

Brighten your room to make the aesthetic concern you are treating as visible as possible. Ring lights are an amazing device you can use to take the perfect before and after photos. They are affordable and easy to buy from Amazon for mobile phones.

One thing that will always make or break your photo quality is lighting. A well-lit room is essential as it can make your photos a lot clearer and will produce better-quality focus on the aesthetic concern you have treated.

The biggest challenge with lighting is the shadows it can create on your client and behind them. Shadows can be distorting, so you should work to reduce them as much as possible.

Shadows can also make features, such as folds or scars appear worse than they really are. The best way to get rid of shadows is to always use a flash with your camera.

A common issue we see is pictures that look totally different colours because one is well-lit and the other isn't. This can make skin tone appear totally different colours, giving the impression that the person in the

photos are different people. You should always aim to make the images as similar in position and style as possible.

Once you find a setting that works for you, document it so that you can keep all you always take consistent photos. It is best not to rely completely on natural lighting from a window, although you should make the most of natural lighting where possible.



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Take Your Photos at The Same Angle



Consistency

The easiest way to achieve consistency is to keep your camera, ring light or tripod set in the perfect position. That way, each client photo will be taken from the very same location. This will also make it easier for you to direct your customer to the perfect location every time.

To make your results crystal clear to your potential clients, it is essential that all your photos have a standard appearance. That means that these are the same in every image:

- Client poses
- Background colour
- Focal length
- Distance from the camera
- Lighting

To ensure that all your clients stand in the same place for their photos, use your marks on the floor. You can do this with tape to indicate where to position the tripod and where the client should stand or sit. Alternatively, use something that stands out to you and is a memorable way for you to remember.

When taking photos, you should try not to leave a lot of space around the head or body. Make sure the camera is focused and if you're not

sure, take several shots at the same angle. If you do take full shots, you can zoom in and crop out anything you want to remove afterwards. It is best to take close up shots to get the best quality photos.

Keep a clean headband and new hair ties on hand to pull locks back from the face to get a better shot of the results.

All your photos should be a direct like-for-like comparison of the treatment. So, watch out for any inconsistencies such as differing angles, poor lighting, different backgrounds and check there is no hair across the face.

People can truly see the results when the photos are taken at the exact same angle, and they will

trust that you have really achieved fantastic results.

By practising beforehand, you will know what you are doing and be able to snap the perfect picture quickly and confidently.

We recommend you review the before photo immediately before you take the after photo. A few

weeks can go by between treatments, so reminding yourself of the photos you took before is key to a good-quality set of photos.

View them side by side so that you can confirm they are taken at the same angle and check that all details match.



Consent and Customer Worries

Although you're focused on creating conditions to take top quality before and after photos of your clients, keep in mind that they may be feeling uncomfortable. Speak to your client openly about your reasons for taking the images and what you intend to do with them.

Once you have spoken to the customer you can give to them a written consent form to be signed. This consent form should detail how you intend to use the imagery, as not disclosing this could result in potential legal implications if mishandled.

Once an image is put online it can become difficult to withdraw due to re-sharing and screenshotting. However, you should make it clear that you will make every effort to do

so if they do change their mind in the future. Patients must always have a full understanding of how the images will be used and they should keep a copy of the consent form.

Before and after photos are useful for any aesthetic business, but they should never be attained under false pretences or after pressuring a patient into signing a consent form.

Patients should freely sign consent forms after having their rights accurately explained to them. Some individuals may not wish to have their images used within your marketing materials. You must always respect this decision.

Be up front from the beginning about the intended use of images for

marketing activities such as PR and social media. If concerns arise now is the time to explore obscuring the customers identity by either blocking the eyes or doing a close up of the area. This will help form an idea from the beginning of the type of images you will need to take with certain customers.

Do ensure patient comfort comes first. A dedicated photography space can offer both privacy and comfort to patients when having their photos taken.

Consider temperature control in this area too. Also remember to respect the patient during this time and do not remark on their appearance. They will likely be feeling vulnerable and deserve respect.

How to Take Effective Before and After Photos

1. Timescale

Make sure to take a picture before the treatment and in-between sessions if possible. This is a great way to show the changes to the skin after treatment, and then the final results. Ideally, you want photos weekly, and then the results after 3 months and 6 months.

2. Consistency

All photos should be taken in the same designated space in your clinic. We recommend using the same background for the before photo and the after photo.

3. Take the Photos

Take a few pictures of the treatment area and try a few different angles before deciding which is the best. Ask your client for their opinion.

4. Check the Quality

Immediately check the picture you have taken and make sure you are happy with the lighting, angles and distance. Check there are no pixelated, blurry or out of focus areas.



Vascular - EXCELIGHT



Before

After

Courtesy of Parkview Lasercare

Hair Removal - EXCELIGHT



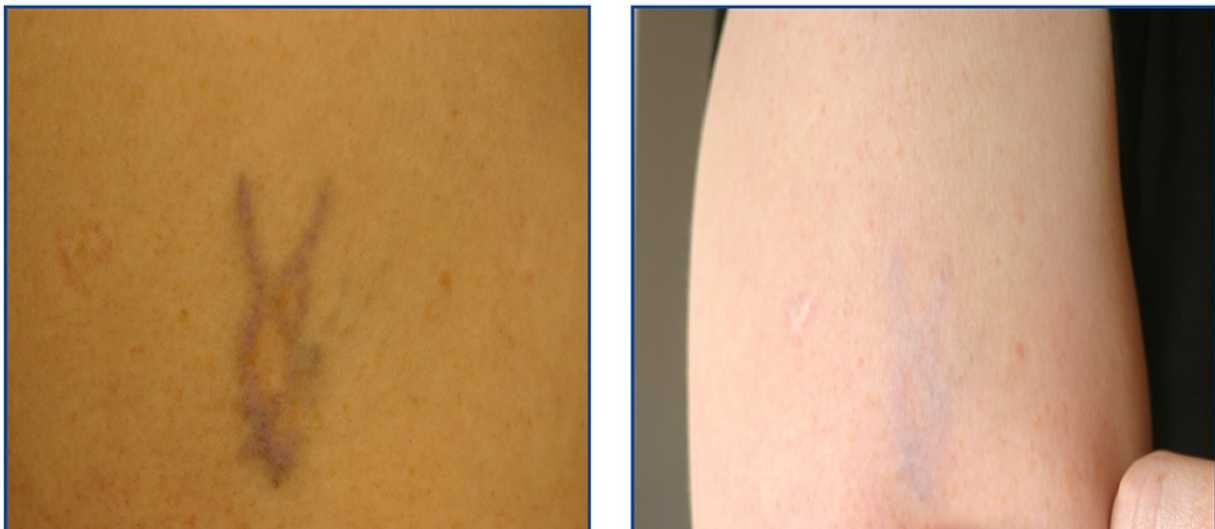
Before

After

Courtesy of Loretta Redding, Erazor Clinic

Common Mistake

Tattoo Removal - LUMINETTE Q



A common mistake: The lighting is different and the distance is different in both pictures.

Good Example

Rebright | Pigmentation After 3x Treatments



This is a great example of a good-quality before and after photo. The lighting and the quality is the same in both pictures. You can clearly see this is the same person and that there is a fantastic result.

EXPERTS



EXPERTS IN AESTHETICS

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