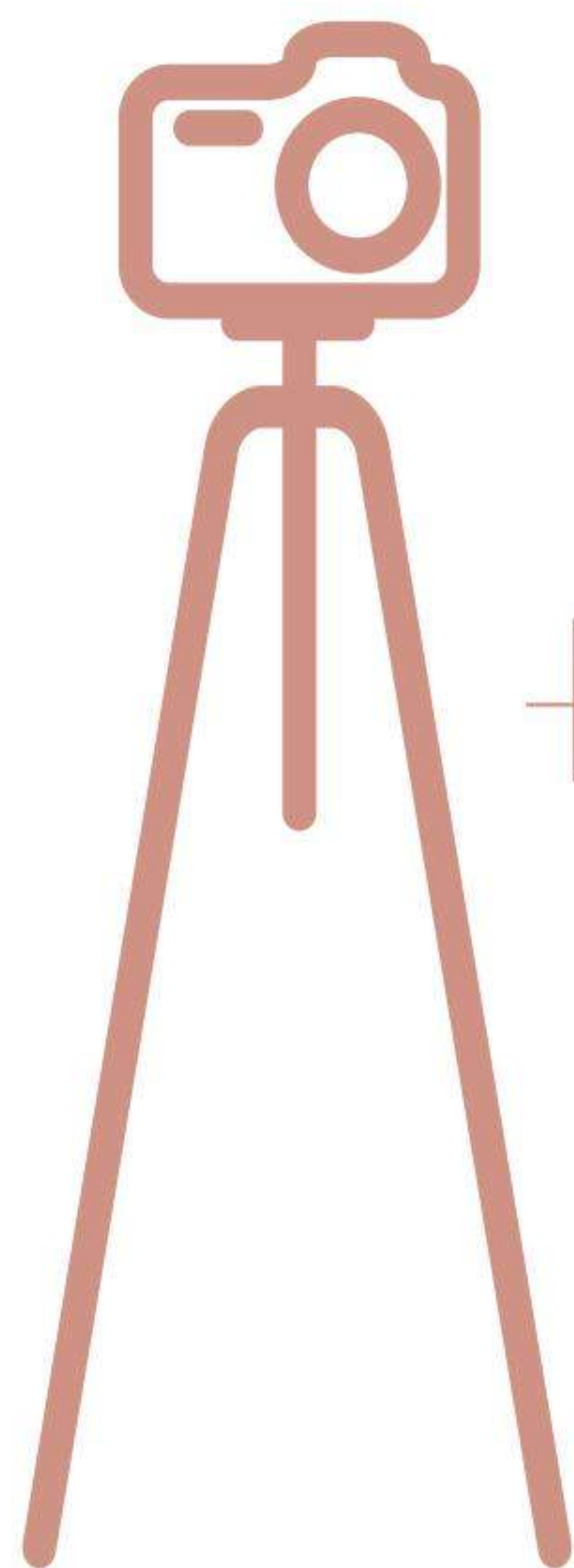
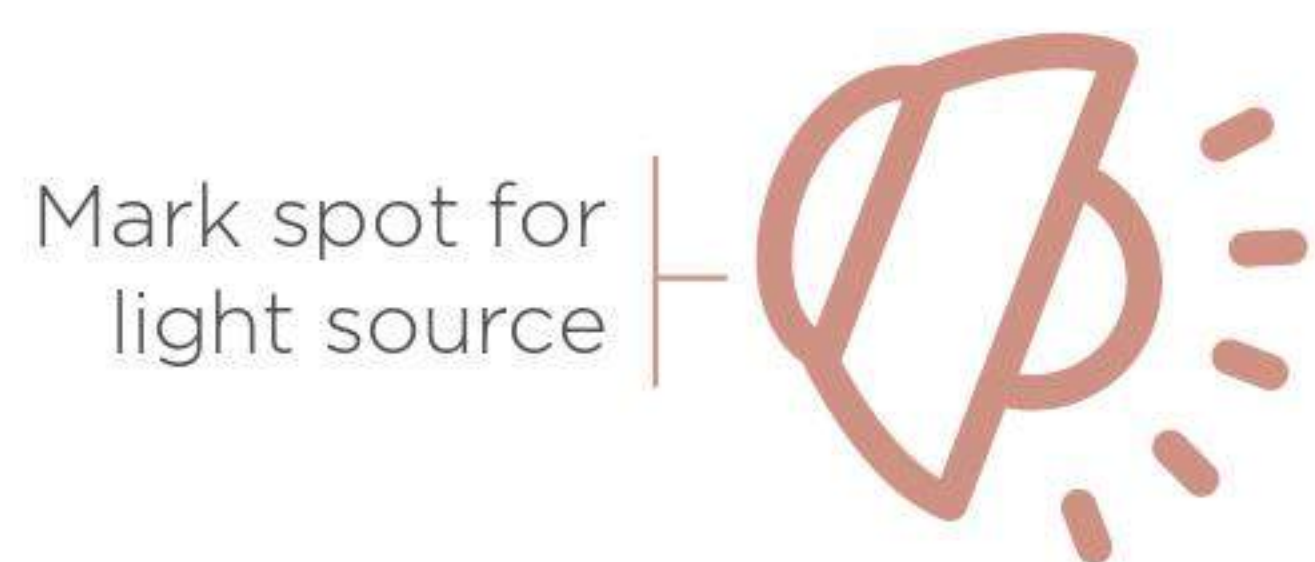


### Good photos can help patients understand treatment recommendations and track results

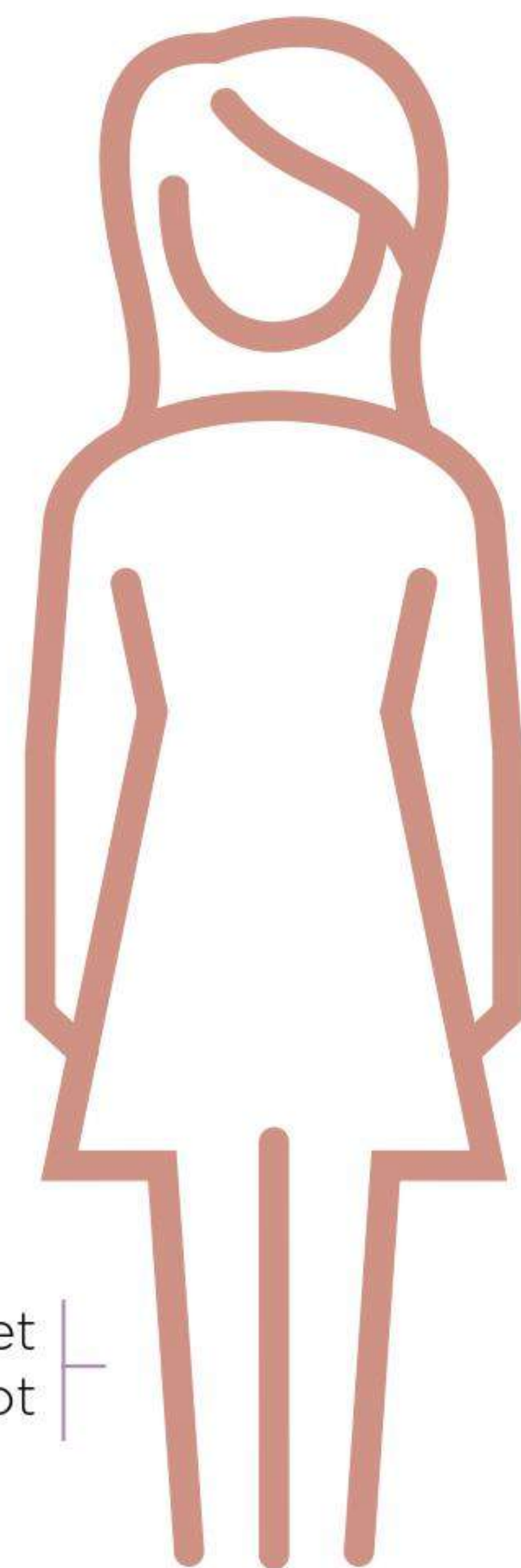
#### Preparing the patient: steps for you and/or your staff

Help your patient identify their concerns to establish a baseline



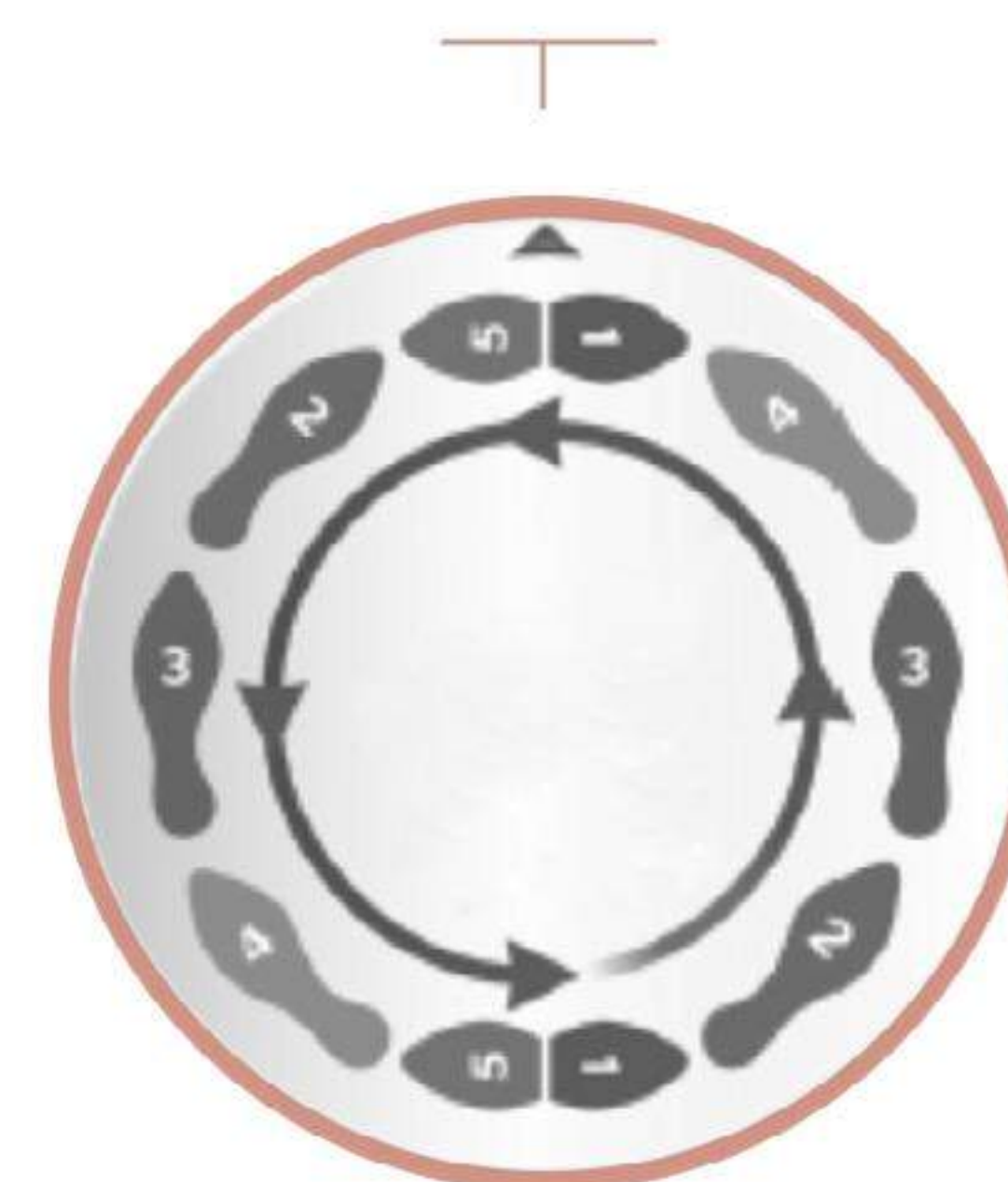
Keep camera on a stationary tripod or mark its spot on the floor for consistency

- Adjust height to align with patient's eyes



Place camera about 6 feet from patient spot

Consider using a photo positioning floor mat to position the patient and consistently capture multiple angles.



BACK WALL



Show the patient their photos on a tablet or mobile phone to support treatment recommendations.

#### Maintaining your photos



Develop a naming convention for your photo files for easy identification and retrieval



Assign a specific team member to store and archive photo files and to include them in patients' files

**Remember to share the photos with your patient during the assessment, and ask treated patients for consent to share their photos with other patients as well as for use online**

### Taking good before and after photos

#### DO



Example of a **GOOD** "before" photo (front)



Example of a **GOOD** "before" photo (side)

- Consistent lighting and position
- Same background
- Hair away from the face

#### DON'T



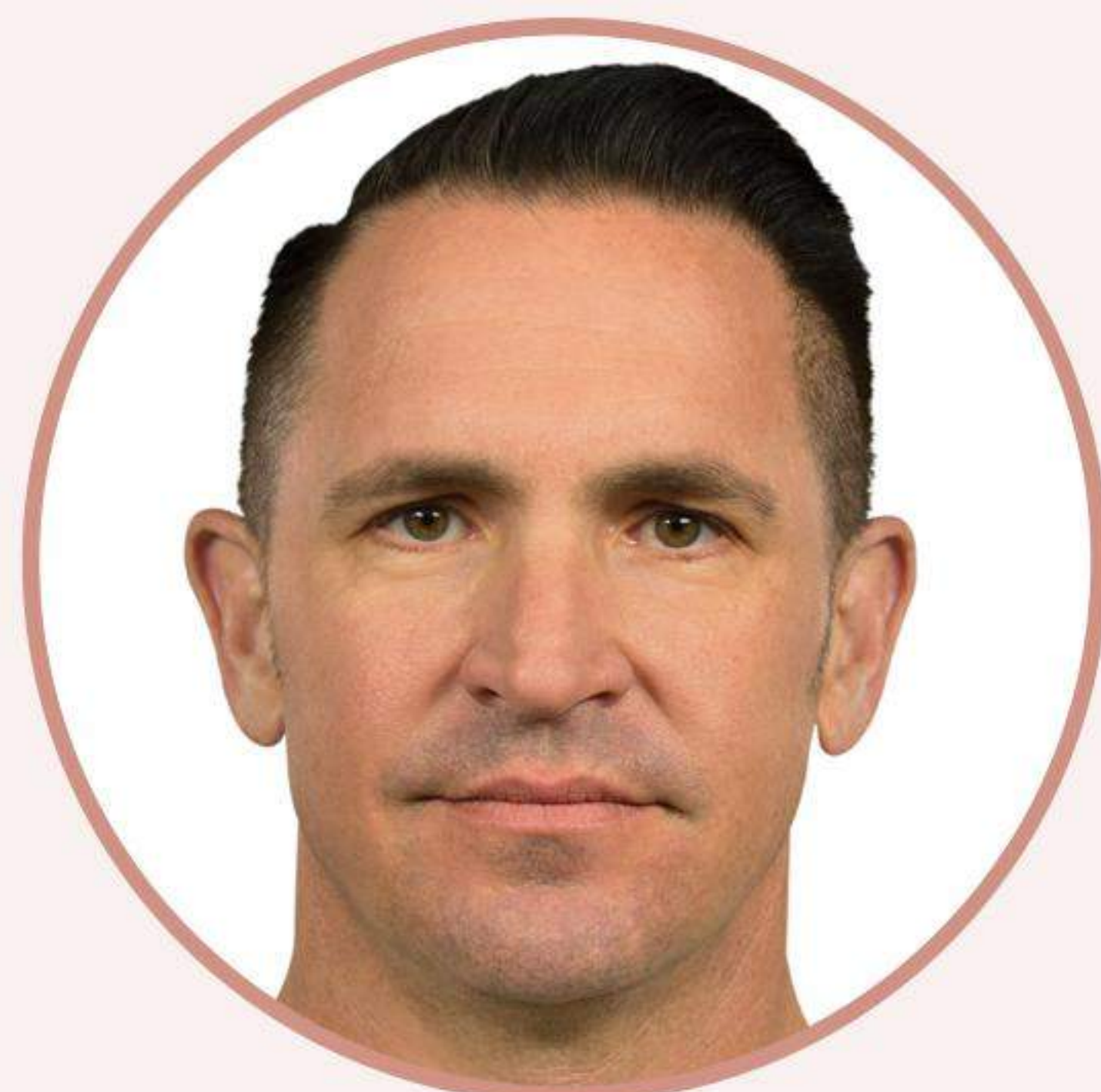
Example of a **BAD** photo (front)



Example of a **BAD** photo (side)

- Inconsistent lighting and position
- Different background
- Hair obstructing the face

### DO take multiple views



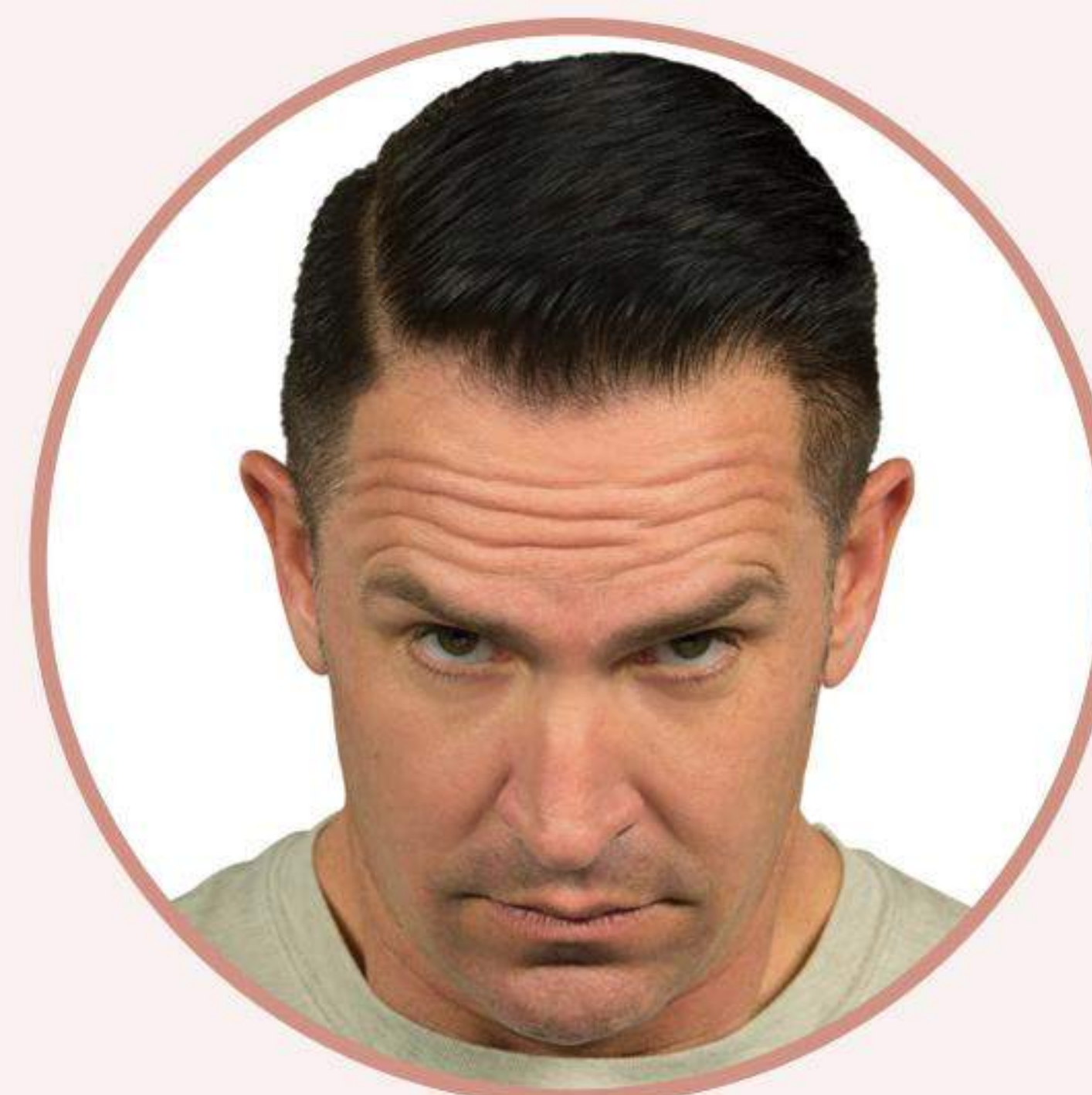
FRONT VIEW



OBLIQUE/SIDE VIEWS



OBLIQUE/SIDE VIEWS



TOP-DOWN VIEW

**Be sure to take multiple views, and be sure to capture different facial animations**

**Remember, if the patient doesn't see the problem, they won't consider treating it**  
Effective photos can help patients see things from angles they don't notice in a mirror