

BEFORE & AFTER PHOTOGRAPHY GUIDE

A picture is worth a thousand words

inno INNOAESTHETICS



INTRODUCTION

The quality and consistency of before and after photographs are essential to show real, reliable, and comparable results. To achieve this, it is important to follow a series of standardized guidelines.



01/ PATIENT PREPARATION

- Ask the patient to sign the image usage consent form before taking the photos. This document is available on the platform.
- Remove the patient's makeup before taking the photos.
- Ask the patient to remove earrings, necklaces, chains and glasses.
- Use a headband or cap to hold the hair back and clear the face.



02/ BACKGROUND

- Always take the photos in the same location within the office.
- Always use a plain, neutral background without visible elements (preferably white or gray).
- Recommendation: Use a background with reference lines to help verify the exact position of the patient in each session.



03/ PATIENT POSITIONING

- Always photograph the patient in the same posture.
- Ask the patient to maintain a neutral facial expression, without smiling.
- Recommended positions:
 - Frontal (looking straight ahead).
 - Right profile.
 - Left profile.
 - Optional: $\frac{3}{4}$ (three-quarter) right and left.
 - For body photography: feet together, arms relaxed, and upright posture.



04/ DISTANCE AND FRAMING

- Always maintain the same distance between the camera and the patient.
- Recommendation: Mark the positions of the patient and photographer on the floor to ensure the exact distance.
- Keep the camera straight to avoid uneven framing.
- Check the framing before confirming the photo as valid.

05/ LIGHTING

- Always use uniform, constant lighting without shadows.
- Avoid changing natural light.
- Position the light either directly in front or slightly to the side, never from above or below.

06/ CAMERA AND RESOLUTION

- Recommended: digital camera or smartphone.
- High resolution.
- Format: JPG or PNG.
- For smartphones:
 - For facial and close-up shots, vertical format is preferred.
 - For body photography (abdomen, buttocks, thighs, arms), vertical format is recommended to show the full silhouette, and horizontal for larger areas if more detail is required.

07/ HOW TO SAVE PHOTOS

- Always include: date (year/month/day), doctor's name, country, state (before/after), or session number.
Examples:
 - 2025.09.18_Dr. Victor García_Spain_Before
 - 2025.10.18_Dr. Victor García_Spain_After
- If the treatment includes multiple sessions and the progression is to be shown:
 - 2025.09.18_Dr. Victor García_Spain_Before
 - 2025.09.25_Dr. Victor García_Spain_Session 1
 - 2025.10.02_Dr. Victor García_Spain_Session 2
 - 2025.10.09_Dr. Victor García_Spain_After

08/ IMAGE PRESENTATION

- Do not add any marks or logos to the photos. If necessary, the INNOAESTHETICS team will blur or crop the image to ensure that the patient cannot be recognized.



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Thank you!

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INNOAESTHETICS
LABORATORY

Medical Aesthetic and
Dermatological Solutions

innoaesthetics.com

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FROM
EXPERIENCE