

BEFORE-AND-AFTER PHOTOGRAPHY GUIDELINES

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

Take patient photos as an initial step prior to consultation

Help your patient identify their concerns to establish a baseline.



If using a phone or tablet camera:

(Device should be dedicated to your office; do not use personal devices.)



Turn off flash



Hold up to align with patient's eyes



Use pinch-to-zoom feature to focus closely on face

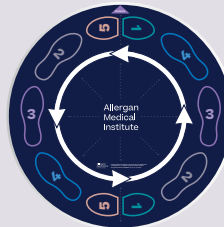
Mark spot for consistent light source
- Recommended angle: 60°¹



Keep camera on a stationary tripod or mark its spot on the floor for consistency
- Adjust height to align with patient's eyes



Use the Allergan Aesthetics Photo Positioning Floor Mat to position the patient and consistently capture multiple angles



BLACK BACKGROUND (recommended)¹

Place camera about 6 feet from patient spot

6 Feet



The size and frame of before-and-after photos should be consistent for easy comparability.

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



BEFORE-AND-AFTER PHOTOGRAPHY GUIDELINES

Effective before-and-after photos are an important tool for consultations, and they're especially useful for showing change over time. Consider your before-and-after photo process carefully.

USE THIS BASIC PROCESS TO TAKE PHOTOS FROM MULTIPLE ANGLES

STEP 1

Front view
(Mirror view)



STEP 2

Oblique and profile views
(Society's views)



STEP 3

Chin down, eyes up view



If the patient doesn't see the problem, they won't consider treating the problem.

Often, patients see things in photos from angles they didn't notice in the mirror.



BEFORE-AND-AFTER PHOTOGRAPHY GUIDELINES

USE THIS ADVANCED PROCESS TO TAKE PHOTOS SHOWING ANIMATION

STEP 1

Smile



STEP 2

Kiss/pucker



STEP 3

Raise eyebrows



STEP 4

Lower eyebrows



Ensure you take photos of patients posttreatment to capture their *after* images. *Before* photos, when paired with *after* photos, help patients fully see their treatment results.

BEFORE-AND-AFTER PHOTOGRAPHY GUIDELINES

CONSIDER THESE POINTERS WHEN TAKING PHOTOS

DO



- ✓ Consistent lighting and position
- ✓ Same background
- ✓ Hair away from face
- ✓ Take multiple views



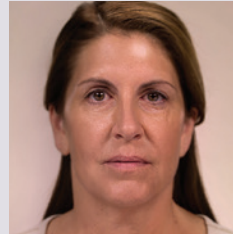
- Front view (mirror view)
- Oblique and profile views (society's views)
- Chin down, eyes up view



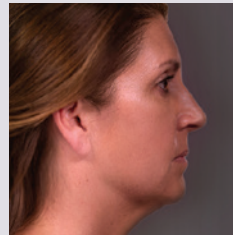
- ✓ Facial animation
 - Smile
 - Kiss/pucker
 - Raise/lower eyebrows

Examples of
GOOD photos

DON'T



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



- ✗ Single view
- ✗ No facial expressions
- ✗ Distracting jewelry
- ✗ Take photos on personal devices

Examples of
BAD photos

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, ensuring HIPAA compliance.

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

Contact your Allergan Aesthetics representative for additional information.

Reference: 1. Hernandez CA, Espinal JM, Zapata DU, et al. The influence of different light angles during standardized patient photographic assessment on the aesthetic perception of the face. *Aesthetic Plast Surg*. Published online May 13, 2021. doi: 10.1007/s00266-021-02314-3