

Before & After Photography Instructions – USING DMK'S POSITIONING MAT

Capturing accurate before and after photographs is essential for demonstrating authentic skin revision results. Many estheticians and/or doctors make the mistake of photographing clients while lying down, which creates an artificially flattering appearance due to gravity's effect on facial tissues. Additionally, even a one-inch deviation in camera angle can distort proportions, leading to misleading comparisons. Moreover, having the right background and lighting is essential, and in this protocol, you will learn step-by-step how to document accurate and consistent results every time.

Utilizing the Positioning Mat

- The positioning mat provides five reference points for standardized client placement. Each position must be photographed identically before and after treatment.
 - **For all photos:**
 - Client stands on center marker, facing camera directly.
 - Eyes closed, chin level, shoulders relaxed.
 - Capture full face or side profile (jawline, nose, ears, etc).
 - Ensure face and body are symmetrical within frame.



PREPARING YOUR B&A PHOTOGRAPHY SPACE

1. Client Preparation:

- Remove all makeup, jewelry, and accessories. Tie back hair and expose treatment area.
- Instruct the client to maintain a neutral facial expression (no smile or raised eyebrows).
- Ensure posture and head position are natural, not posed or strained to avoid distortion in proportions and ensure consistent comparisons, and not lying down.

2. Camera Setup:

- Mount the camera on a tripod at a fixed height and distance for all clients.
- Use a mid-range focal length (e.g. 50mm–85mm) to avoid facial distortion.
- Mark the camera position on the floor with tape for easy and consistent setup.
- Use manual camera settings to keep cropping, and zoom for each photo. Always turn off beauty filters or auto-enhancements.
- Clean lens and check focus calibration.

3. Backdrop:

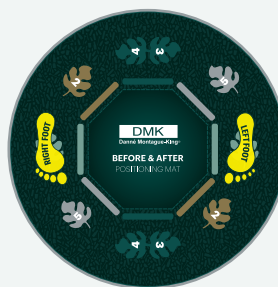
- A plain, matte, neutral-colored background (white, gray, or navy) with no textures or patterns.

4. Lighting:

- Use a Ring Light with the camera lens centered but angled off axis.
- Use artificial light only for consistent results (draw curtains if needed).
- Position light above eye level and angled down.
- Skin tone should appear natural and not washed out.
- Maintain same light intensity, direction, and distance for every photo and photo setup.

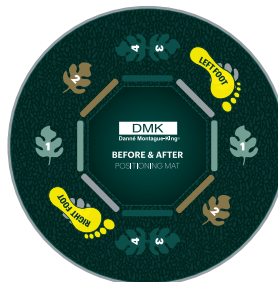
Example Photo Set

Position 1 – Frontal View:



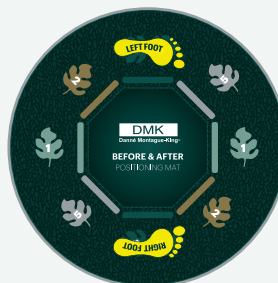
Position 2 – Left 45° Angle:

- Client turns head and torso slightly to the left, about 45°.



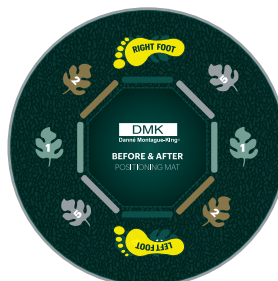
Position 3 – Profile Right (90°):

- Client faces completely to the right.



Position 4 – Profile Left (90°):

- Mirror of Position 2, facing left.



Position 5 – Right 45° Angle:

- Mirror of Position 2, facing right 45°.



B&A Library

- Label each photo set with client's name, date, and treatment area.
- Save images in high resolution without compression or editing filters.