

SILVR

Tips for Consistently Taking Compelling Before & Afters

CREATE A CONSISTENT SETUP

- Create a consistent setup
- Designate one area of your practice for before-and-after photos.
- Use the same lighting and solid backdrop every time.
- Mark a consistent standing position for both the patient and photographer.
- Capture the same angles for each procedure (front, oblique, side).

KEEP THE IMAGES CLEAN & CONSISTENT

- Center the patient and avoid zooming or shooting from too far away.
- Use your phone or camera's original image—no filters or editing.
- Do not crop or resize the photos.
- Make sure you have consent for website, social media and marketing use.

TURN ONE BEFORE & AFTER INTO MORE CONTENT

Don't stop
at the photo.
**Capture
the story.**

When you have a great
result, take a few extra
minutes to capture the
patient's experience, too.



Ask a few simple questions:

- What brought you in?
- What were you hoping to change or improve?
- Why did you decide to have this treatment?
- How do you feel about your results?
- What would you tell someone considering the same treatment?

And, when possible, capture their reaction.

A quick video of the patient seeing their result for the first time can become some of your most authentic content.

One Patient. A Whole Lot of Content.

A SINGLE GREAT RESULT CAN BECOME:

Before & After Gallery • Website Content • Social Posts • Reels • Patient Testimonial • Email Content • Digital Ads



QUICK TIP:

Make this part of your process. Don't wait until you see an amazing result and wish you had captured more. Build the photos, questions and reaction video into the patient journey from the start.