

As part of your marketing kit, you were provided a Thermi® photography template. This is intended to be used as a floor mat to help direct your patients so you can take the best before and after photos, with consistent angles and placement.

Let's start with a few before and after photography rules that allow for consistency, clear visibility, and no distractions in the photo:

- Consistent trained staff
- Consistent camera orientation (vertical vs. horizontal)
- Consistent patient / camera distance
- Consistent level of zoom
- Standard patient body positioning
- Standard patient extremity
- Consistent garments (disposables recommended)
- Appropriate backdrop
- Appropriate lighting / flash
- Feet 12" apart (Thermi photography template is 12" in diameter)
- Adequate "empty space" on either side of patient's body
- Hair away from face / off body
- Face in repose
- Undergarments fit correctly / straight

Room Set-up Options

The optimal choice for photographing patients' before and after photos, is a full screen with flash lighting system, and high quality camera. The screen, in a standard medical blue color, should span 6 feet wide and fall to the floor; this size will prevent unwanted items in view (light switches, picture frames, windows, electrical outlets, etc.).

If a complete system with screen and lighting is not feasible, try hanging a fabric material on a curtain rod. Again, this makeshift screen, in a standard medical blue color, should span 6 feet wide and fall to the floor.

If you will be using a makeshift photography area, lighting is of high importance.

Lighting: From Best to Worst

Strobe Lighting = BEST. A professional, two light strobe lighting system will give you even lighting, while also providing some down lighting to clearly show skin texture in your photographs.

Digital Camera Flash = OKAY. This is an inexpensive lighting solution, but it's best to consider this temporary. All other aspects of your clinical photography must be strict (backdrop, patient positioning, garments, etc.). Always maintain consistent camera / flash distance from patient.

Fluorescent Overhead Lighting = OKAY. With the right camera, this is feasible, but not preferable as it will lead to color problems in your photographs.

Window Lighting = POOR. It is very difficult to control outside lighting elements. This will have a strong effect on your before and after photos.

Camera Options

SLR Camera = BEST. SLR cameras are cameras with interchangeable lenses. They usually offer the most amount of manual adjusting to get your photographs exactly how you need them to be.

Point-and-Shoot Camera = GOOD – OKAY. Point-and-shoot cameras can run from basic to advanced. The more advanced they are, the closer they'll get to the quality and customization seen in SLR's. Whether this camera option is "good" or "okay" depends on the quality of camera you choose.

iPad Mount on Tripod = CREATIVE. If you lack a proper camera and need to get creative with your before and after pictures, try mounting your office's iPad on a tripod. While it may not be the most optimal choice, it allows you to continue to take and collect patient before and after photos.

Undergarment Selection

To allow for consistent photos, consider having your patients wear disposable underwear for their before and after photos.

Types of disposable undergarments to consider:

- Black
- Backless
- Modest coverage
- Matching set (bra and panties)
- Inexpensive

Before and After Patient Positioning Using the Thermi Photography Template

Place the Thermi photography template on the floor where you will take your patients' before and after photos. Make sure it is centered and placed for optimal patient positioning and patient - camera distance.

Torso and Medial / Lateral Thighs Positioning





The patient's arms should not obstruct the view of the torso or medial / lateral thighs. It is recommended to have them lift their arms up to the side to keep them out of view.

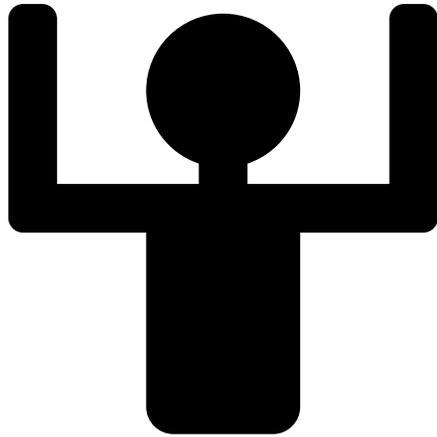
When photographing the torso, additional photos to include are:

- Patient's back with arms down, to the side
- Divers pose to show abdominal skin laxity.

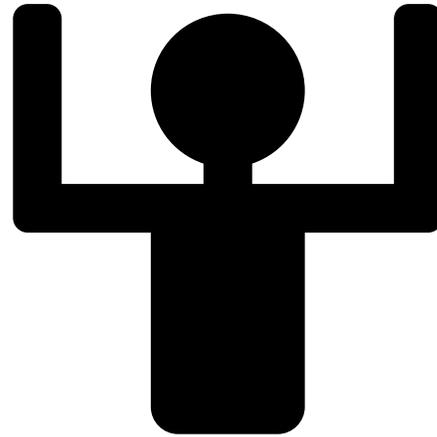
When photographing the arms, an additional photo to include is:

- Patient's back with arms down, to the side

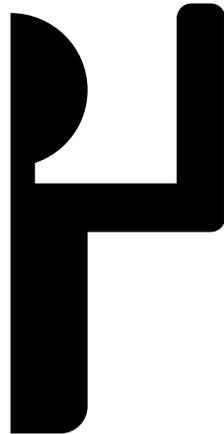
Arm Positioning



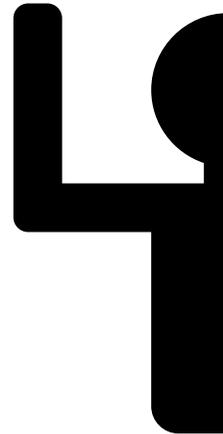
FRONT



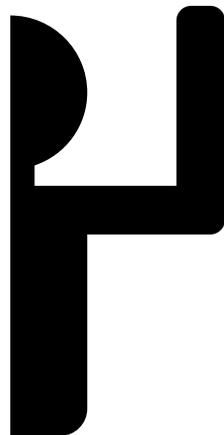
BACK



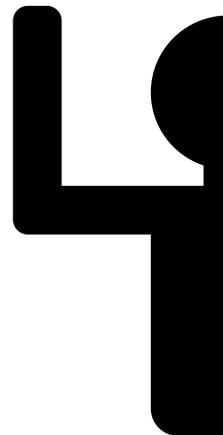
FRONT



FRONT



BACK



BACK

Patient photography positioning and clothing errors include but are not limited to:

- Distracting arm positions / movements
- Real undergarments that do not match
- Distracting and obvious jewelry
- Camera angle pointing down
- Poor lighting and shadows

Standard Before and After Patient Facial Positioning

Full Front View

- Patient should focus eyes straight ahead, standing over Thermi photography template
- Chin should be level - no tilting
- Photograph should be of top of head (not hair) to clavicle
- Full ears included
- Patient should be in repose (no smiling, squinting, frowning, etc.)
- Hair should be pulled back or tucked behind the ears

Oblique (45°) View

- Patient rotates once on the Thermi photography template (see diagrams above)
- Nose should just appear inside cheek
- Focus is straight ahead
- Chin should be level - no tilting
- Photograph should be of top of head (not hair) to clavicle
- Full ear included
- Patient should be in repose (no smiling, squinting, frowning, etc.)
- Hair should be pulled back or tucked behind the ears

Profile View

- Patient rotates once more on the Thermi photography template (see diagrams above)
- Nose should just appear inside cheek
- Focus is straight ahead
- Chin should be level - no tilting
- Photograph should be of top of head (not hair) to clavicle
- Full ear included
- Patient should be in repose (no smiling, squinting, frowning, etc.)
- Hair should be pulled back or tucked behind the ears

When specifically photographing the eyes, the photograph should be of top of forehead to below the nose. When specifically photographing the lower face, the photograph should be of the top of the nose to the clavicle.