

REAL PATIENT PHOTO TIPS

Build trust with the right kind of images! Your potential clients will enjoy seeing REAL patient stories through REAL photos. Aim to shoot / collect all 3 types of images listed below!



TEETH PHOTOS

Before + After



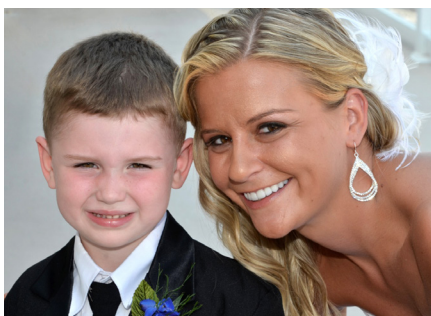
PORTRAITS

Before + After



LIFESTYLE

Real Life Photos / Selfies



FILE NAMING

Help us keep things accurate and organized!

When you send us your photos, it would be **super helpful** if you could name your images with the patient name, and before / after.

EXAMPLES

Brianna-Before.jpg

Brianna-After.jpg

Brianna-Wedding.jpg

BONUS POINTS

If you would like to note the dental services in your Smile Gallery, please include the service in the file name:

EXAMPLES

Brianna-Before-SmileMakeover.jpg

John-After-Whitening.jpg



PHOTO TIPS

DON'T shoot your photos with retracted lips!

DO ask to take selfie photos with your patients!

For your own records, it's a good idea to have patients sign a **Photo Release Form**.

Download it here:

tinyurl.com/dental-photo-release