



MAKE WELLNESS

Before & After Skincare Photo Guidelines

Before-and-after photos must provide an honest and accurate comparison of your experience.

01 TAKE CONSISTENT PHOTOS

For your before, progress, and after photos:

- Start with a clean face and no makeup.
- Use the same location and lighting — it is best to take photos in the same location at the same time of day.
- Use the same camera and similar camera angle.
- If using a phone camera, take every photo in the same mode (all selfie/front facing or all back facing camera).
- Use the standard camera setting with no filters or appearance altering features.
- Keep the same distance, facial expression, and positioning.
- Using a timed photo on your phone can be helpful.
- Clearly state the accurate day the photos were taken or the timeframe between photos (Day 10, 2 Weeks, etc.).

02 KEEP PHOTOS NATURAL

Do not use anything that alters or exaggerates the comparison, including:

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| ✗ Filters or beauty mode. | ✗ Skin smoothing or retouching. |
| ✗ Photo flipping that changes the direction of the original photo. | ✗ Makeup. |
| ✗ AI enhancement. | ✗ Misleading lighting or camera angles. |
| | ✗ Heavy editing or color adjustments. |

03 SHARE HONESTLY

- Clearly label the before and after photos.
- Identify the specific products used.
- Do not imply that results are guaranteed, typical, or permanent.
- Get permission before sharing another person's photos.
- Make sure your caption follows the MAKE Wellness Beauty Testimonial Guidelines.
- If you were doing skin treatments such as at-home devices or receiving professional grade treatment (i.e. hydro facial, microneedling, peels, laser, etc) during the time you are showing your B&A, tell us more on what you did and what your full ritual included.

When in doubt, submit your content to MAKE Wellness Compliance for review before posting. [COMPLIANCE]