Official Guidelines to MAKE your Before & After Count

Your wellness journey is worth celebrating, and we love seeing the amazing transformations happening in our MAKE Wellness community! Before-and-after photos are a fun and powerful way to share your experience. This guide is here to help you keep them authentic and clear.

READY TO SHARE YOUR PROGRESS? FOLLOW THESE SIMPLE STEPS TO MAKE IT COUNT!

MAKE IT REAL

Your results should reflect a real, achievable experience.

- Take photos in real time at the start of your journey and along the way.
- Let your photos show what consistent effort truly looks like, not a perfect setup.
- Include healthy habits like nutrition, movement, and consistency that support your results.

MAKE IT YOURS

Authenticity Matters: Share only real, untouched images.

- Use original, unfiltered, and unedited photos that capture your genuine transformation
- Do not use AI or other digital tools that enhance or exaggaerate results.
- Remember, disclaimers can't fix a misleading image!

MAKE IT CONSISTENT

For a clear and fair comparison, keep things the same in both your before and after photos:

TRACK YOUR TRANSFORMATION:

Take your real time "before" photo before you start using MAKE Wellness products and your "after" photo after consistent use as directed of MAKE Wellness products.

OUTFIT:

Wear similar, tasteful, and modest clothing in both images.

WOMEN:

Form-fitting workout clothes or modest swimwear work best.

MEN:

Workout shorts or joggers with a fitted shirt, or shirtless if preferred.

ANGLES & POSITIONING:

- Take photos from the same spot, angle, and distance.
- Keep your poses consistent.
- Include front, back, and side views for a full picture of your progress.

MAKE IT BRIGHT

Lighting can MAKE all the difference!

- Use natural light whenever possible—stand near a window for a fresh, well-lit look.
- Try to match lighting conditions in both photos (e.g., if your before photo was taken on a sunny day, aim for similar lighting in your after photo).

MAKE IT CLEAN

Let your transformation shine—no distractions!

- Keep images free of text, numbers, dates, or timestamps.
- Avoid including weights, measurements, percentages, or clothing sizes.
- Ensure your results reflect the power of MAKE Wellness products paired with healthy lifestyle habits.

Your progress is more than just a photo—it's proof of your dedication and a source of inspiration for others. By following these guidelines, you help us showcase real, achievable results. For more tips and educational resources, reach out to our Compliance team at compliance@makewellness.com. We are here to help as you MAKE wellness a part of your journey.

MAKE WELLNESS

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