

## How to submit your Before and After (B&A) pictures

### Do you have some fantastic B&A's shots of patients, following their InMode treatment(s) at your clinic?

We'd love to see them and consider them for use in our marketing/educational materials. Usage will include credit and promotion of your clinic.

When submitting your images, please ensure:

- ✓ *You have permission to take a picture of the client and share for approval once captured. You can ask them to sign off a consent form for the use of picture/videos for marketing purposes.*
- ✓ *Well lit, clear with consistent and clean backgrounds.*
- ✓ *Specify indication of treatment area.*
- ✓ *Capture the full face clearly at a variety of angles if documenting a skin treatment. Follow same angles every time you take an after picture.*
- ✓ *Capture the full body clearly at a variety of angles if documenting a body treatment. Record the areas that are being treated, for instance: abdomen, arms, thighs.*
- ✓ *Keep a record of the time period between each appointment - E.g. 3 weeks post 1Tx. Keep a record of when the last photo's were taken - 6 weeks post 2Tx.*
- ✓ *The pictures are in High Resolution so we can use it for printed materials like patient brochures, banners, magazines, etc..*
- ✓ *Send your treating practitioner/clinician's name and clinic's name.*
- ✓ *Submit the pictures along with a message mentioning we have permissions to use them.*

Please email all submissions to [info@inmode.com.au](mailto:info@inmode.com.au)

You're welcome to submit as many B&A's you like. If you don't have any suitable images just yet, there's plenty of time to get snapping!

For any questions or concerns please contact us at [info@inmode.com.au](mailto:info@inmode.com.au)