

TOOL 04

Portfolio Photography Checklist

Strong portfolio images are evidence of your work.

Setup

- ☐ Clean background
- ☐ Consistent angle
- ☐ Consistent distance
- ☐ Natural or controlled lighting
- ☐ Camera lens clean
- ☐ No beauty filters
- ☐ No distortion effects
- ☐ Same framing for before and after

Before Photos

- ☐ Neutral expression
- ☐ Area clearly visible
- ☐ Sharp focus
- ☐ Correct exposure
- ☐ No shadows hiding important details
- ☐ Multiple angles taken if needed

After Photos

- ☐ Same angle as before
- ☐ Same lighting
- ☐ Same distance
- ☐ Same framing
- ☐ Area clearly visible
- ☐ No misleading editing
- ☐ Clearly label fresh result

Healed Result Photos

- ☐ Taken at appropriate healing stage
- ☐ Clearly labelled as healed
- ☐ Same angle and lighting where possible
- ☐ Skin texture preserved
- ☐ Pigment retention shown honestly

ETHICS RULE

Exposure and crop may be corrected. Lip shape, brow shape, eyeliner, pigment retention and skin texture must not be falsified.

TOOL 04 • CONTINUED

File Organization & Photo Log

File Organization

- ☐ Client / model name or code
- ☐ Date of treatment
- ☐ Area treated
- ☐ Fresh / healed label
- ☐ Folder organized
- ☐ Consent status confirmed

Common Mistakes to Avoid

- ☐ Inconsistent crop or angle
- ☐ Flattering but misleading angles
- ☐ Over-editing skin texture
- ☐ Changing lip / brow / liner color
- ☐ Failing to label fresh vs healed

Photo Log

Client / model

Area / treatment

Before photos taken

Fresh result photos taken

Healed follow-up planned

Notes

LYDIA'S PRO TIP

A portfolio should not only impress. It should also withstand honest comparison.