

CLINICS, PHYSIO AND SPAS · PHOTO GUIDE

Take better clinic and treatment room photos on your phone

Six habits that show a calm, clean, trustworthy space while keeping your clients' privacy first.



Six habits, one minute each.

01

Never photograph clients without written consent

Get signed, written permission before any photo or video of a client, and keep it on file. If you are unsure, do not take the photo.

02

Keep privacy first

Check every frame for names, files, screens, appointment books and faces in the background. Shoot before opening or after closing when no one is around.

03

Skip before and after photos

Before and after photos can read as a promise of results, and many health rules restrict them. Show your space, your team and your care instead.

04

Show the rooms

Photograph treatment rooms when they are tidy and set up, with fresh linen and soft daylight. A calm, clean room tells people what to expect.

05

Focus on hands and equipment

A therapist's hands on a towel, a neatly set tray or a piece of equipment up close says care and skill without showing a client.

06

Introduce your team

Take simple portraits of your staff in their work clothes, in good light, with their OK. People feel better booking with someone whose face they know.

Or let Suara do it for you.

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