

SALONS AND BARBERS · PHOTO GUIDE

Take better hair photos on your phone

Six habits that make your work look as sharp online as it does in the chair.



Six habits, **one minute each.**

01

Ask first

Ask the client before you take a photo, and ask again before you post it. If they prefer not to show their face, shoot the back or the side.

02

Same spot, same light

Take the before and after in the same place, with the same light and from the same angle. That way the change is the haircut, not the lighting.

03

Find soft light

Stand the client near a window or under even light, away from coloured bulbs. Turn off the flash so colour and shine look true.

04

Shoot the back and the details

Take the back of the head, the fade line, the parting or the ends of the colour up close. These are the shots other clients look for.

05

Clean the frame

Move bottles, cables, towels and hair on the floor out of the photo. A plain wall or a tidy mirror behind the client works well.

06

Take a short clip

A few seconds of the client turning their head or running a hand through their hair shows movement and finish. Hold the phone steady and keep it short.

Or let Suara do it for you.

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