



PreVu Photo-Taking Guidelines

Use these guidelines to take an ideal photo
for a PreVu smile makeover simulation.

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Key Points

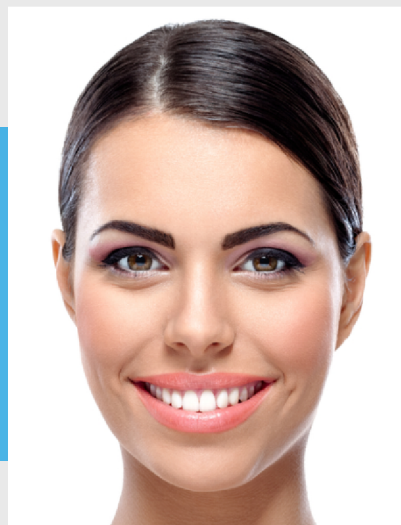
- Use a simple point-and-shoot camera.
- Don't just take a photo, take a flattering photo. Do not use lip retractors.
- Only take a full-face photo.
- From about 3-5 feet away, create a straight line directly from the camera to the patient's face; zoom in to frame the head and focus on the teeth.
- Both the camera and the patient's head should be level, with the patient looking directly at the camera.
- Encourage the patient to show a big, natural smile, not force a smile that shows as many teeth as possible. Teeth can be apart or together, but if the patient has a gummy smile, it's best to take the photo with his or her teeth apart.
- Snap several photos and use one that is free of shadows and is not too dark or too bright.



Aim to take a flattering photo!

A "before" photo is the starting point to motivate patients toward accepting dental treatment.

It should be an attractive photo of the patient that, once simulated, truly shows the patient how much cosmetic dentistry can benefit their appearance.



Smile-Focused vs. Full-Face

PreVu is designed for use with full-face portrait photos only.

Patients must emotionally connect to their new smile by recognizing how their appearance will change.

Seeing only a smile will not have the same impact when it comes to motivating the patient.

Getting Started

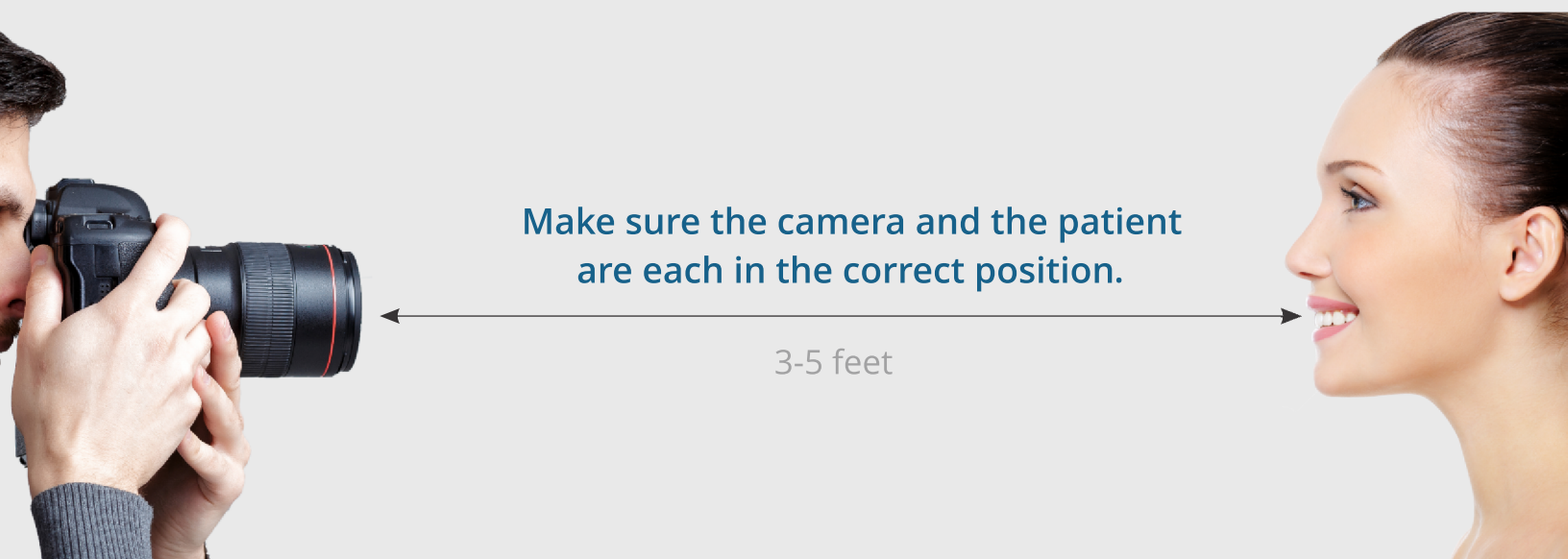
You don't need an expensive camera or a professional studio in your office to take a photo for a PreVu simulation.

You can take the patient's photo while he or she sits in a treatment chair with a **simple point-and-shoot camera that your team is comfortable using.**

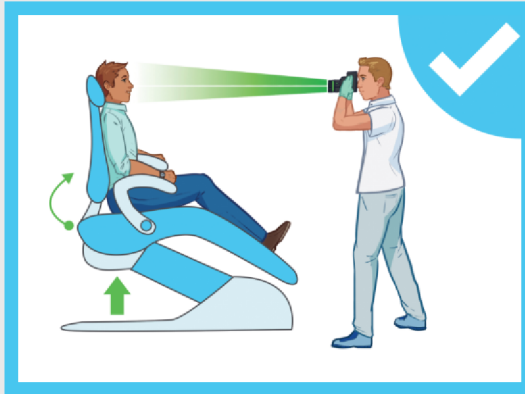
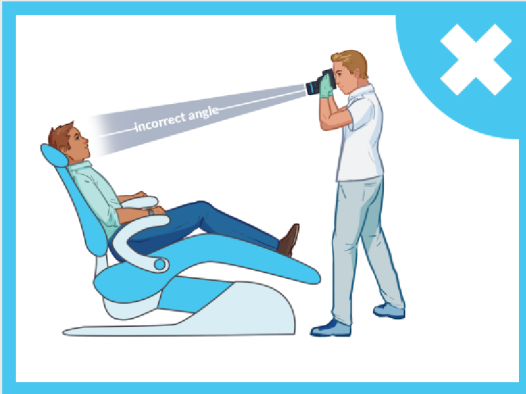
If a team member is not comfortable quickly taking a portrait photo with the available camera, the opportunity to add a simulation to an appointment may be lost, along with a potential cosmetic case.

We do not recommend the use of personal cell phones to take photos in a professional setting; cameras or devices that do not have a flash or zoom capabilities; intraoral cameras; or web cameras that are often used at the front desk.

Avoid uploading excessively large photo files into PreVu. (Photos larger than 2MB will be compressed.)



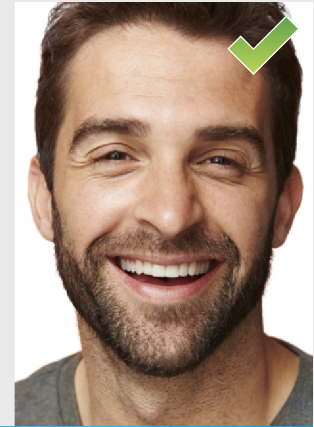
Positioning the Patient



- Have the patient sit-up as straight as possible in the treatment chair.
- Raise the chair so his or her face is level with the camera.



The patient should be looking straight—directly into the camera—not turned to the right or the left.



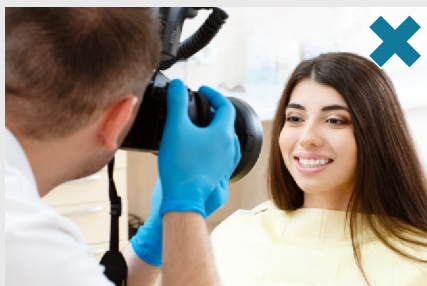
The patient's head should be level—the chin should not be raised up or dropped down. However, the head can be tilted to the right or left.



Positioning the Photographer

- Stand directly in front of the patient, about 3-5 feet away.
- Hold the camera so that it is positioned at the level of the patient's face (about the height of the nose/mouth).
- The camera should **not** be angled down or up.
- If you can't stand directly in front of the treatment chair and need to reposition yourself to the right or left side of the chair, simply ask the patient to turn his or her head to look directly at the camera so that the angle is still straight.

Examples of Incorrect Positioning

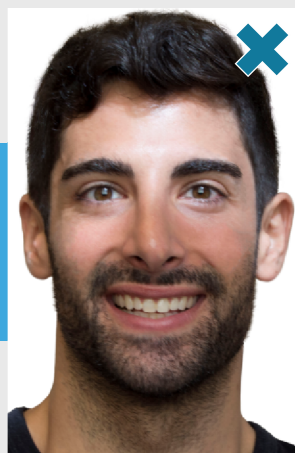


Photos should not be taken too close to the patient, or at an angle.

Lighting Is Important

Photos should be free of shadows, and should not look too dark or bright.

- Avoid bright overhead lights and being near large windows.
- **Always use the flash.**



Frame Face, Then Focus on Teeth

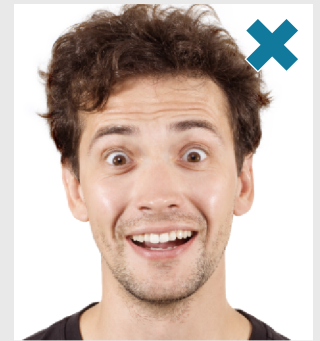


- **Zoom** to fill the frame with the face (instead of moving closer).
- Aim for the top of the head to just under the bottom of the chin.
- You can crop the photo in PreVu; but it is best to get the photo as up close as possible without distorting the face.
- If the face is distorted in any way (e.g., the nose is enlarged), stand farther away.
- Focus on the teeth to avoid their being blurry.

Facial Expressions

Facial expressions should be pleasant or happy, but not odd looking.

- Avoid eyes that are closed, half-closed, or looking away from the camera.



Encourage patients to show a big, natural smile. Do not force a smile that shows as many teeth as possible.



Don't be afraid to coax the patient into giving a bigger smile, especially if their smile is very narrow and the maxillary incisal edges are hidden by the lower lip.



Teeth can be apart or together, but if the patient has a gummy smile, it's best to take a photo that shows the teeth apart.



Notice the Slight Differences

Who is looking straight ahead? Which faces are slightly turned? Does anyone have their chin extended upward or dipped down? Who is showing a nice natural smile, with teeth showing?

Contact Us

Contact PreVu if you need help with camera recommendations, training your staff to take a PreVu photo, or troubleshooting for issues that are affecting your photos.

855-773-8848

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