

BEFORE

Instructions:

Use this template to feature before and after photos of your customer. Tape or staple the top of your shoulder-width 3.5" x 5" or 4" x 6" head shot here.

In the spirit of Golden Rule Service, inform your customer of your intent on the use of their photos on this form. For example, you may want to place the form into a binder to promote your business, or use as a booking tool. You'll want to obtain their consent before taking their photo.

Tips for taking photos:

1. Model can be sitting or standing. Focus on a close-up of the face (head shot). To avoid distraction, consider a background free of objects or people (in front of a blank wall).
2. Take in a lighted area. Natural light works best. If outside, make sure you are not facing the sun.

AFTER

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Tips for taking photos:

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Model name: _____

Eyes

Highlighter (lightest shade): _____

Midtone (medium shade): _____

Accent (darkest shade): _____

Eyeliner: _____

Lips

Lip Liner: _____

Lipstick: _____

Lip Gloss: _____

Cheek color: _____

Other products used: _____

What this valued customer liked best about her look: _____
