



Dental Photography Tips

Dental photography can be a fun and rewarding for your practice by showing treatment options and great results. It can also help you take your clinical skills to the next level, separate yourself from the competition, and gain new patients.

We're very excited to have you join us in sharing case pictures! The following is a simple guide for you to reference as you start building your library of case pictures.

Benefits of photography:

- Patient communication and case presentation
- Marketing through social media and website
- Documentation of pathology and clinical findings
- Improving clinical skills through evaluating progress over time
- Collaboration with peers and specialists on important cases
- Orthodontic clinical records

Photographic Release:

If you are using face photos to appear in any marketing, you should obtain a photographic release form.

Types of Cameras:

There are several cameras designed specifically for dentistry that make you look like a pro. We highly recommend the EyeSpecial C-III from Shofu, for its ease of use and great results. If you do not have a professional camera, you can get started simply with your smartphone. Here we provide the types of shots you can achieve with either camera, and photography tips to help.



Shots from an iPhone/Smartphone:

Before getting started:

1. Become familiar with the focus/exposure settings on your phone. Practice taking shots on your team.
2. Always take a before shot when doing Sprig or other cases you want to remember. Don't get caught finishing a great case to find out you don't have a before photo.
3. On iPhones you can control your brightness by using a brightness-slider on the right of the focus box.
4. Make sure the subject is in focus and well lit from the front.

Watch a YouTube tutorial: [6 Tips & Tricks for Apple iPhone Photos](#)



Before and After Photos

Join in our challenge!

There are three times to photograph: before, immediate post-op, and follow-up post-op. We recommend taking all three—the more the better. You never know when that special case turns out amazing and you will be glad you had the pictures. Be aware that post-op are great; however, the tissue might be injured, sometimes more than others, and not look perfect yet. As a clinician, you see past the blood, but keep in mind that it distracts parents and can be a turn-off.

Example 1: Before



Follow-up



Great job Dr. Dusty Janssen!

Example 2: Before



Follow-up



Great job Dr. Travis Nelson!

The Best Posts For Marketing:

Photos taken at the follow up that show a happy kid, either alone or with a parent, are the best. Follow-ups are great because it gives the tissue time to heal. Immediate post-ops are also gratifying to show the immediate results as long as the tissue is not too traumatized. [Never show bloody pictures](#) in marketing and social media.

Multiple Posts are Better Than One:

Sometimes it is nice to have multiple posts to show the follow-up. The first shows the immediate result and the second follow up shows the improvement in the happy and healthy child.

- 1. Day of treatment:** Before smile with immediate post-op smile (retracted or not, preferably one of each)
- 2. One-two week follow-up:** After face or action first choice, smile (retracted or not) second.
- 3. Six-month, one year, etc.** Same as 1-2 week follow-up.



Tips and Tricks



Great job
Dr. Sorina Blaj!

Action Shots:

Sometimes its hard to get a close-up—don't fight it! Capturing active kids in action can make for a great photo! If you can't get a before face or action shot, sometimes it is nice to just use the before smile.

Tip: Try to fill the viewfinder from the waist up, or closer. If it is too far away, it will be hard to see your beautiful work!



Great job
Dr. Andi Igowsky!

Face Shots:

Face shots can be a smile, or just being goofy! If the kid is a bit shy, try to get a genuine smile by cracking a joke, or having them tell you one!

Tip: Place the center between the eyes in the middle of the viewfinder.



Child with Parent (or Doctor):

Showing the child with the parent is a great way to share the positive experience you have provided! Often moms feel shame when their child needs dental work, and providing Sprig's EZCrowns is not just a benefit for the children.

Tip: As in single-subject action, capture at least from waist to the top of the head (or closer) to capture the smile.



Great job
Dr. Kevin Brown!

Smile Shots:

Get close-up and show us those pearly whites!

Tip: Place the center of the incisal edge in the middle of the viewfinder.



Retracted Smile Shots



Note: Incisal edge is centered in the frame



Note: Incisal edge is not in the middle of the frame

Retracted Smile Shots:

It can be hard to see the teeth well, so a gentle retraction can provide a peek of your beautiful work. For the little kids who won't let you place cheek retractors, a gentle retraction with your fingers can still provide a good photo.

Tip: Center the mesial corner between the incisal edge in the middle of the viewfinder. Note how the above picture on the left is properly positioned, picture on the right is not.

Example 1: Retractor

Great job Dr. Shane Moore!



Example 2: Full Arch

Great job Dr. Mark Foster!



Clinical Retracted Smile Shots: Kids that are under sedation can allow for more detailed and incredible clinical photography! Even if your clinical pics are ready for publication in the journal, it is still important to get an after face or action photo!

Tips: Use Cheek Retractors and an Occlusal Mirror to get the best Occlusal Before and after photos.



Share Your Photos!



Share your proud moments on your social media accounts:

When we see the joy of a child's smiling face, it can brighten anyone's day. Be sure to capture these moments, and share them with the world. It can encourage you, and others too!

Submit them for a Sprig Shout-out:

When submitting your photos to Sprig for a chance to be featured on our social media channels, please email the following to our team marketing@sprigusa.com:

1. There is no such thing as too many photos from each case! Send in as many images as you have, even the x-rays if possible. The more you have, the more likely we are to share your case.
2. Submit your photos in their original size, please refrain from cropping modifying, resizing, or adding any text or logos to the images.
3. Along with your photos be sure to include:
 - A brief description of what the treatment was (which crowns, SDF restoration, etc.)
 - How old the child is, their first name (if possible) and anything memorable about what the parent or child may have said before or after the restoration. Quotes are golden!
 - Your social media handle so we can tag you!

If you have any questions regarding the photos or how to send them in, please reach out to marketing@sprigusa.com.