MOSEBURY MEDIA

Before and after photos: the rules for clinics

Before and after photographs are persuasive, which is why they are closely regulated. This guide explains how to use them properly.

Get consent in writing

A photograph of a patient is confidential health information. You need the patient's written consent for each specific use, such as your website or your social media. The patient can withdraw that consent, and you must then remove the image.

Show honest results

- Use the same lighting, position and distance in both images
- Do not retouch or filter either image
- Show typical results, not only your best ones
- State the time between the images
- Do not let make-up or expression exaggerate the change

Do not use them to promote a prescription-only medicine

The advertising regulator treats a before and after image as a claim about what a treatment achieves. If the treatment is a prescription-only medicine, publishing the image to the public is likely to break the advertising rules.

Keep a record

Store the signed consent with the original, unedited images and the date. If a regulator asks, you will need to show both.

Related pages

- Marketing for aesthetic clinics
- Marketing for dentists

Common questions

Do I need consent to post a patient photo if the face is hidden?

Yes. A patient may still be recognisable from tattoos, jewellery or other features, and the image remains confidential.

Can I use stock photos as before and after images?

No. Presenting images that are not your own patients as your results is misleading.

Checklist

- ☐ We hold written consent for every image we publish
- ☐ Lighting and position match in both images
- ☐ No image has been retouched or filtered
- ☐ We show typical results
- ☐ We keep the original files and the consent together

Published by Mosebury Media on 27 November 2026 at https://moseburymedia.co.uk/insights/before-and-after-photos-rules-for-clinics.html. This guide is general information and is not legal or regulatory advice. Copyright © 2023 Mosebury Media. Contact: hello@moseburymedia.co.uk