



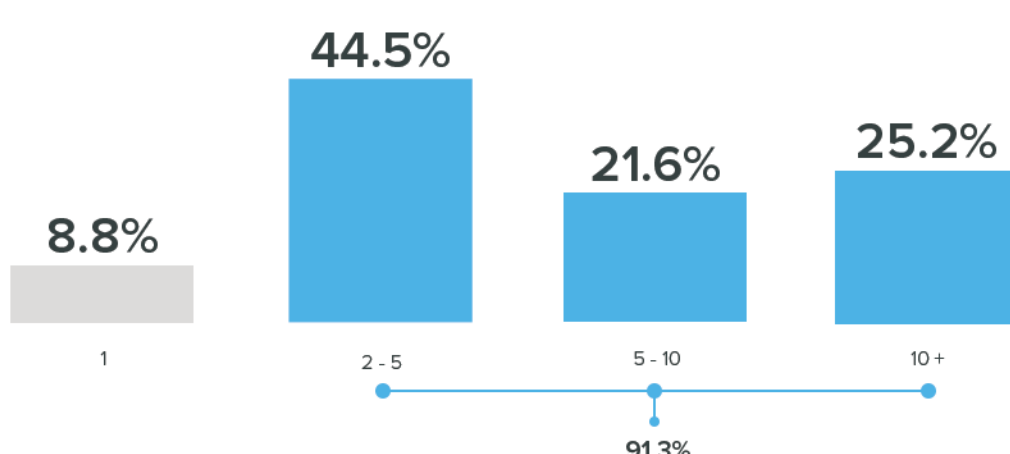
RxPhoto REPORT

Cosmetic Consumer Analysis

The Importance of a Before and After Gallery

Insights from over 1,000 consumers researching cosmetic procedures.

Q. When researching a cosmetic procedure, on average how many medical practice websites do you research before making an appointment?



“ Not only do I look at more than one website and their gallery, I look at every photo of every procedure on their site. I prefer sites with lots of photos and angles.

Female, age 53

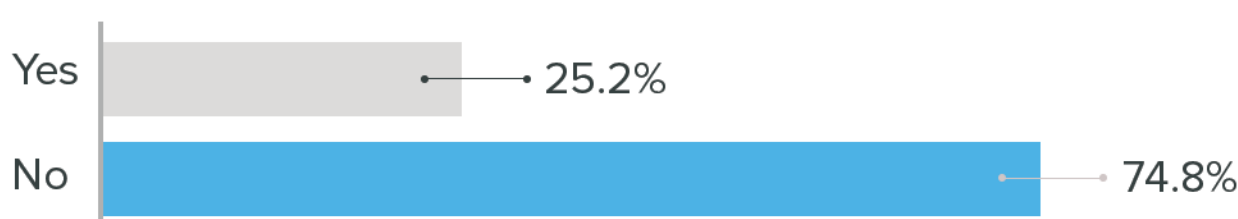
Q. When researching a cosmetic procedure, what are the initial pages on a medical practice's website that interest you? Multiple answers allowed.



“ In our image-centric world, before and after photos are a vital marketing tool for converting website visitors into patients.

Scott Alten
Managing Partner, RxPhoto

Q. Would you consider a medical practice for your cosmetic procedure if they did not have a before and after gallery on their website?



“ I would not waste my time on a plastic surgeon's website if they did not have high quality pics for me to look through.

Female, age 35

Conclusion

A whopping **91.3%** of cosmetic consumers will research at least 2 cosmetic practice websites and a quarter of all respondents will research more than 10. An overwhelming majority, **74.8%**, will not consider a practice without a before and after gallery. The largest percentage of respondents will first visit the website's gallery. These insights present a huge opportunity for aesthetic practices to convert more website visitors to appointments by having easy to find and professional before and after galleries. See [11 Rules to make your before and after gallery convert prospects to patients](#).

Win a chance for a FREE iPad Mini

Are you a physician, nurse, esthetician or clinician in the aesthetics field? We want to hear from you. Take the survey on how your practice currently manages before and after photos.

TAKE THE SURVEY!

Avg time of completion: under 2 minutes

Founded in 2011, RxPhoto is revolutionizing medical photography for aesthetic practices. RxPhoto streamlines the process of capturing high-quality and consistent before and after photos by turning an iPhone/iPad into a clinical photography system. With RxPhoto's tools, a practice can use their consented patients' before and after photos to help market and illustrate services, manage expectations and convert more consultations to procedures. For more information, please visit www.rxphoto.com

