Mirror

vs.

Photo

How Do Patients

Perceive Themselves

During

Cosmetic Consultations?

First... Definitions
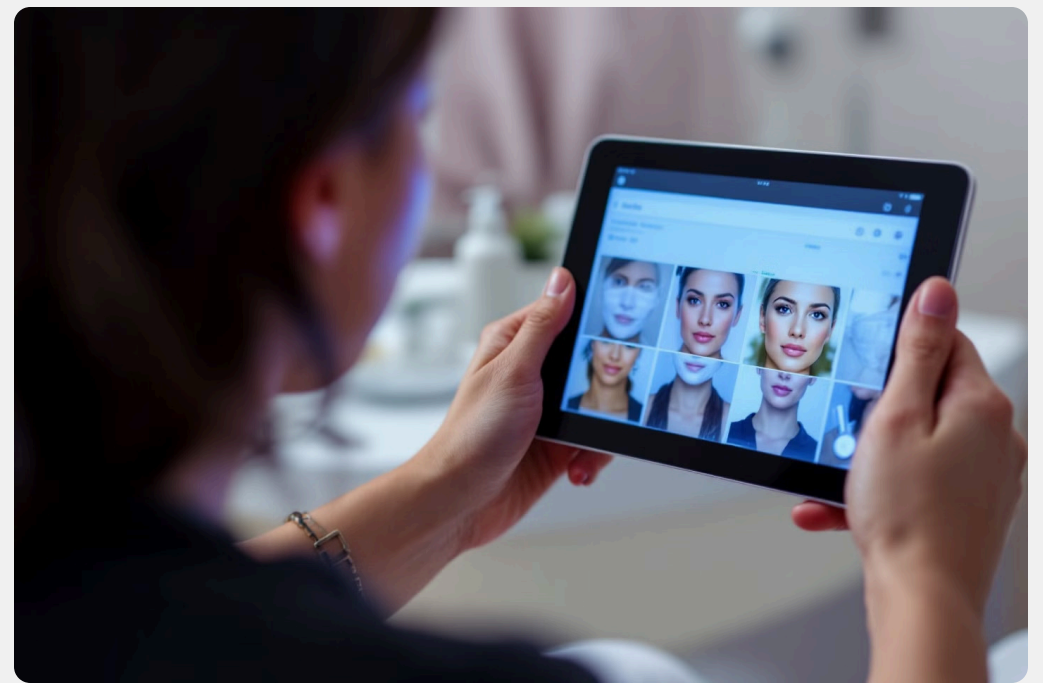
What Is...

Mirror Perception

What patients <mark>see</mark> when they look in the <mark>mirror</mark> during consultations

Photo Perception

How patients <mark>react</mark> when viewing their clinical <mark>photographs</mark>

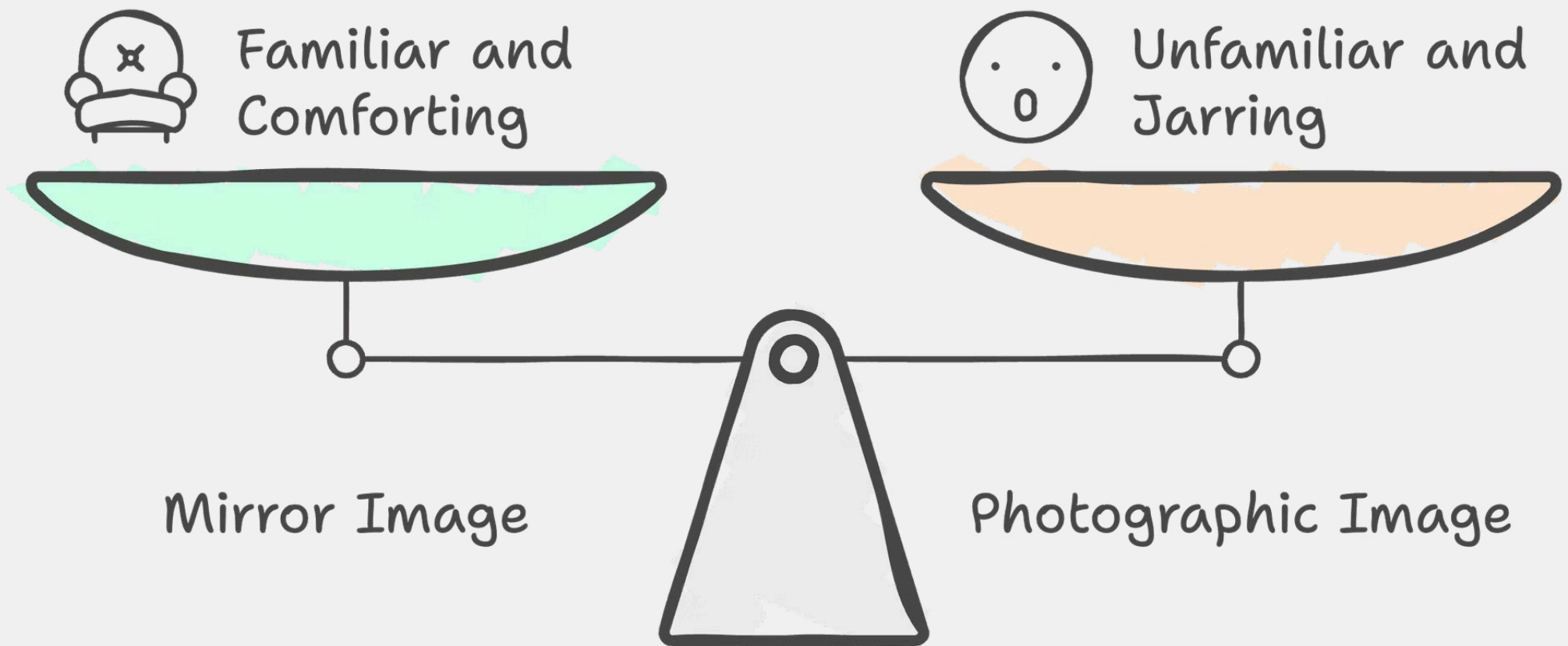# Is There A <mark>Disconnect</mark> Between Mirrored And Photographed <mark>Self-Perception</mark> ?
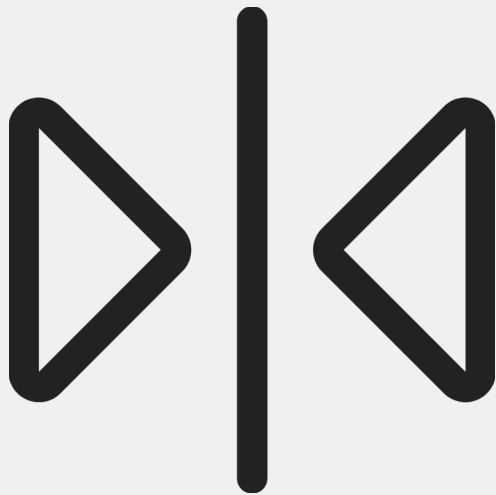
YES!

Asking Yourself Why?

Psychology Of Self-Perception

Familiar and Comforting

Unfamiliar and Jarring

Mirror Image

Photographic Image

Familiarity vs. Reality in Self-Perception

In More Detail...

Mirror

Photo

- **Reversed, ==familiar== image**
- **==Mere exposure effect!==**
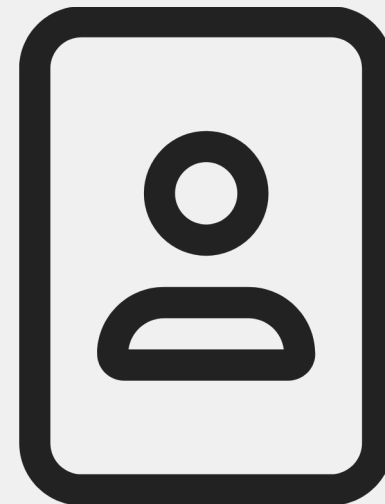
- **Unflipped, ==true-to-life== version**
- **Highlights ==unfamiliar== asymmetries and flaws**

Is There Really An **Impact**?

YES!

1 **Emotional** Impact On Patient

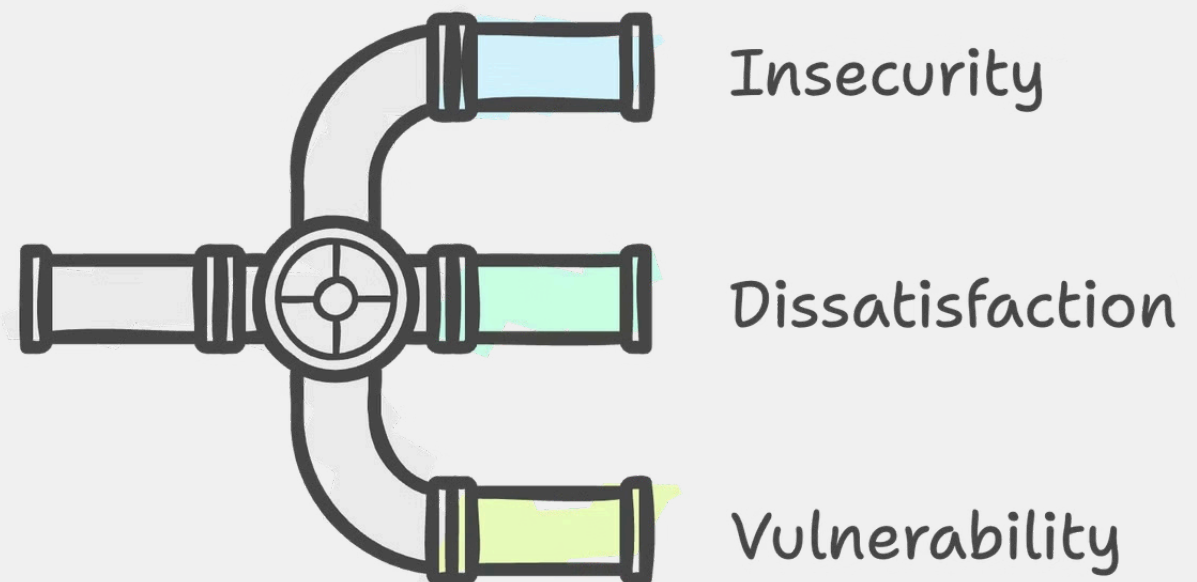2 **Impact** On Cosmetic **Consultations**

Emotional Impact Of...

Photo Self-Perception

Emotional Reactions to Photo Self-Perception

Insecurity

Dissatisfaction

Vulnerability

Why? Because Of...

Insecurity

Magnify flaws grown to overlook in the mirror, causing ==self-consciousness==.
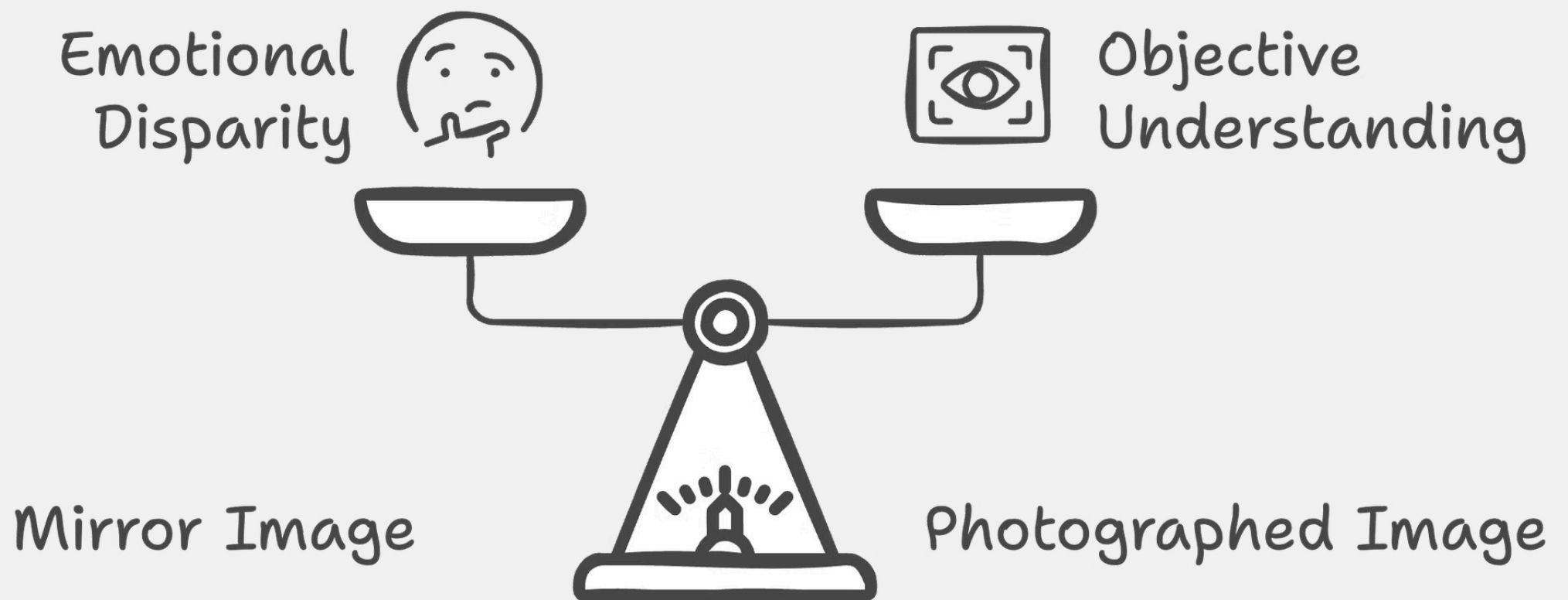
Vulnerability

Revealing aspects of appearance can lead to ==emotional sensitivity==.

Skewed Perception

Facial asymmetries become more noticeable, affecting ==confidence==.

Impact On Cosmetic Consultations

Emotional Disparity

Objective Understanding

Mirror Image

Photographed Image

Aligning Patient Perceptions in Consultations

Why?

Patient Expectations

Shaped by mirrored and photographed selves, influencing how patients view their features and express desired outcomes

Emotional Disparity

Influences articulation of concerns when patients see different versions of themselves

Shared Understanding

Visual tools help bridge perception gaps and align expectations between patient and practitioner

So... What Can I Do To **Improve** This?

⬇

Demonstrate Your **Expertise** With...

Photo-Based Consultation Tools

Standardized Baseline
Consistent representation for reference
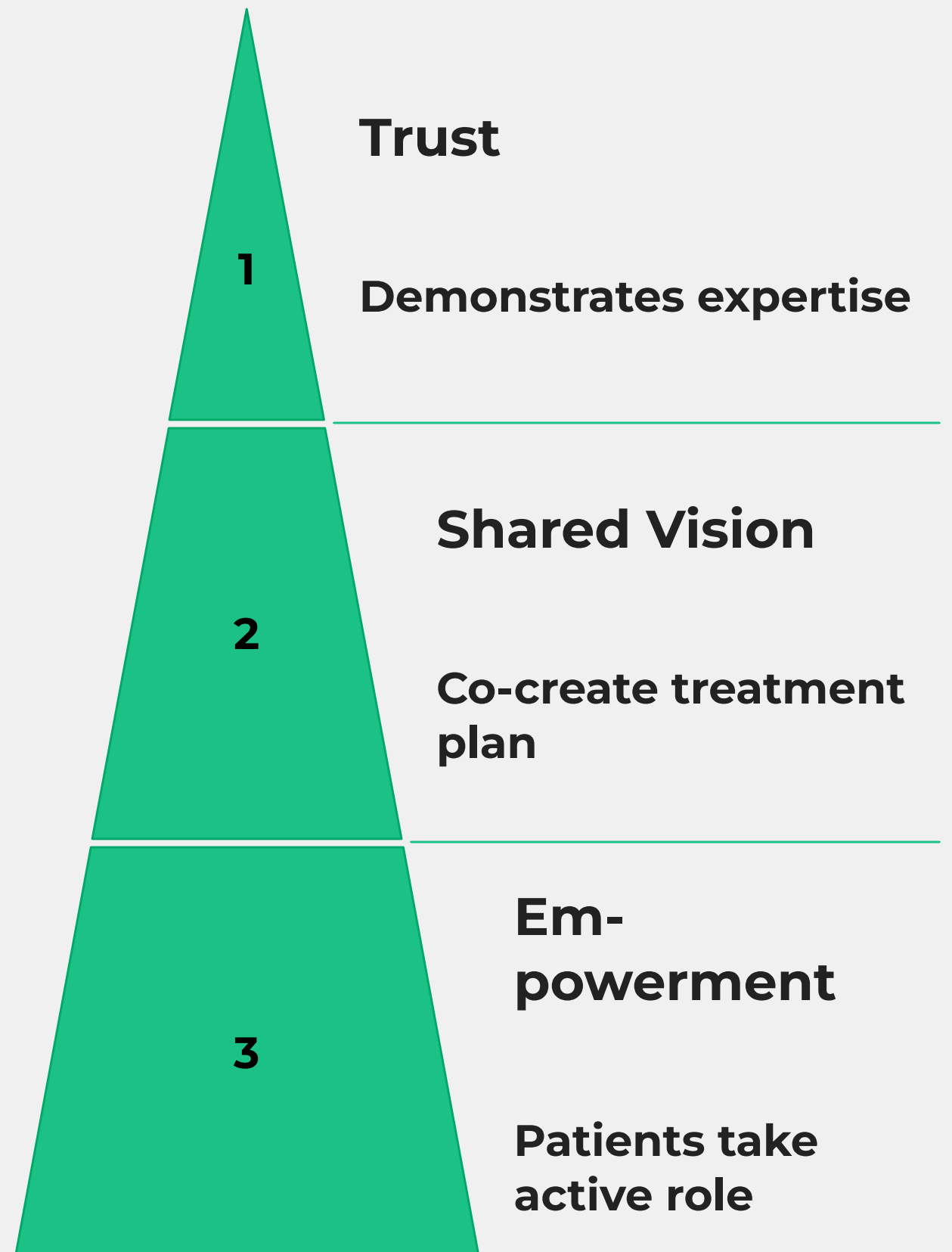
Annotate Photos
Mark areas of concern accurately

Multiple Angles
Broader perspective of appearance

Power Of **Visual** Communication

Trust

1

Demonstrates expertise

Shared Vision

2

Co-create treatment plan

Em-powerment

3

Patients take active role

Practical **Tips** For Practitioners

👍

High-Quality Photos

Consistent lighting and angles

Strategic Annotation

Highlight key areas clearly

Encourage Feedback

Invite patient thoughts

Set Expectations

Communicate realistic outcomes

Transform Your Consultations

Enhance Patient Trust

Create collaborative experience

Streamline Process

Efficient, visual communication