

Perception!

They say perception is reality! Does your perception of you match the reality you see when you look in the mirror? What if you have the power to change your reality and in turn change your perception? In your mind lies a space for endless possibilities. Let's explore!-**Dr. Sulyman-Scott**

The Truth About Before & After Photos on Social Media



BEFORE



AFTER

Ultra Balancing Gel Cleanser

Rinse away, glow today.



What's New?

- LP- Wellness Event

Promotion

- Skincare Product Swap



The Truth About Before & After Photos on Social Media

We've all seen them, those striking before & after photos or videos on social media that stop us mid-scroll. The results look dramatic, flawless, almost too good to be true. And sometimes... they are.

The reality is that photos and videos can be easily influenced by:

- **Angles & Positioning:** A patient laying flat will always look slimmer than standing because of gravity. A slight head tilt or turn can make a jawline or nose appear sharper than it truly is.
- **Lighting:** Shadows and highlights can either smooth out imperfections or exaggerate them.
- **Non-Standardized Poses:** If the “before” photo is taken while slouched and the “after” while standing tall, or if the “before” is standing and the “after” is laying down, the improvement can appear much more dramatic than it really is.



Before

After

The After:

Misleading angle, by laying down it naturally makes the jawline and neck appear sharper because of gravity.



The Truth About Before & After Photos on Social Media

- **Video vs. Photo:** Video often captures different angles in motion, which doesn't always match how a face appears in still photos.
- **Multiple Treatments:** What looks like the result of "one simple procedure" may actually reflect a combination of surgical and non-surgical treatments performed over time.
- **Makeup & Filters:** Even subtle makeup or editing can enhance an "after" photo, smoothing skin, defining features, and making results look more dramatic than they really are.



The After:
demonstrates
how inconsistent
photos can
exaggerate results
*lighting, makeup,
smile expression,
and zoom.*

This doesn't mean the results aren't real, but it does mean that patients can be unintentionally (or intentionally) misled by what they see online.



Why This Matters For You

Every face is unique. Your anatomy, your goals, and your expectations are different from your sibling's, your best friend's, or the influencer you follow. That's why it's so important not to hyperfocus on trends, filters, or other people's photos. The best way to know what's possible for you is through a one-on-one consultation.

How We Do It Differently at That Face

At That Face Facial Plastic Surgery, we believe in transparency and accuracy. That's why we have a dedicated photo room equipped with a professional camera setup, proper lighting, and consistent background.



Photo Room

S E P T E M B E R

2025



How We Do It Differently at That Face

Every patient has standardized photos taken, before treatment and throughout their journey.

Why?

- It gives Dr. Sulyman-Scott and you a clear and objective tool to track your progress.
- It helps you see your own real transformation over time.
- It keeps the focus on your face, not someone else's online.
- Builds trust and confidence in our work and outcomes.



Neurotoxin Treatment



What's New?

That Face at Lincoln Park Health & Wellness Weekend

We were thrilled to participate in the Lincoln Park Health & Wellness Weekend on 9/6/2025! The event brought together 30+ local businesses, free workout classes, mini-treatments, and exclusive giveaways, all centered around helping our community refresh, recharge, and feel their best.

At our table, attendees had the opportunity to Spin the Wheel:

- ✦ Won on the spot consult with Dr. Sulyman-Scott.
- ✦ Won skincare consult with Nurse Taylor.
- ✦ Tried our professional-grade skincare products firsthand.
- ✦ Received discount on skincare purchases during the event.
- ✦ Took home prizes and goodies from our team!

We had so much fun meeting everyone who stopped by our table. Thank you to all who joined us! It was such a joy to share our passion for helping people feel confident and beautiful.



S E P T E M B E R
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Ultra Balancing Gel Cleanser

The Science Inside: Cucumber, Oat Kernel & Aloe Vera Extracts → calm, soothe, and condition. Panthenol (Vitamin B5) → deeply hydrates and helps skin retain moisture.

Rinse away, Glow today.

This lightly foaming cleanser sweeps away makeup, excess oil, and impurities, without stripping your skin's natural protective barrier.

Best For

- Skin Types: Normal, Dry, Oily, Combination, Sensitive
- Skin Concerns: Acne-prone & Congested skin



**Receive 10% off on your 3rd
product purchase (*in-clinic only*)**

S E P T E M B E R
2025



September Promotion

SEPTEMBER

skincare product swap



Bring in any skincare product you no longer use

Receive **15% off**
one of our medical-grade products at That Face!

**IN-CLINIC PURCHASE
ONLY**

Choose from Ultraceuticals, Hydrinity, Alastin, or any That Face True Tone Sunscreens.

Transition your skin from
 *summer to autumn* 

Exclusions May Apply

S E P T E M B E R

2025



Your Beauty, Your Budget

At That Face Facial Plastic Surgery, we believe everyone deserves to feel beautiful—without financial stress. That's why we offer flexible financing through ***PatientFi, CareCredit, and Alphaeon***

Your Dream Face

Easy Payments

- ✦ No hard credit checks—ever
- ✦ 0% interest plans available*
- ✦ Quick, easy approvals

SEPTEMBER
2025



We're proud to be the best decision for so many of our patients. Here's what they have to say about their experience with us.

Dr. Sulyman-Scott: Her skills in understanding skin and caring for a variety of skin types were impeccable. I have found my forever home for skincare. Highly recommend.



Great experience! 10/10.



At That Face, our patients are the heart of everything we do.

★ *Share your feedback with a Google review and help others feel confident in choosing That Face for their aesthetic goals.*

S E P T E M B E R

2025