



# **Comparative pictures Before and After**

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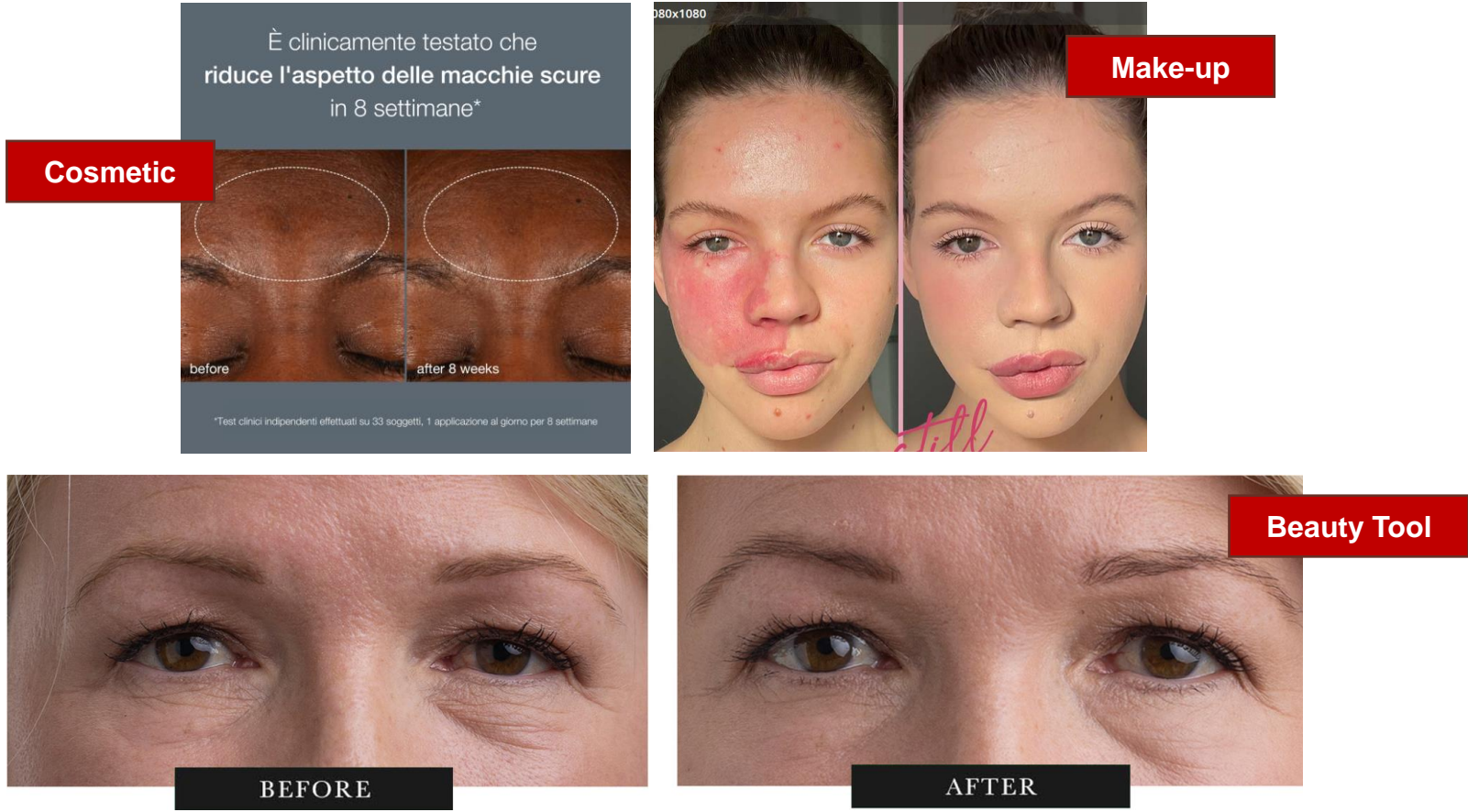
# What are Before and After Comparative Pictures

In commercial communications, QVC may use images showcasing the results achieved after using a product, to effectively demonstrate its efficacy.

Pictures

Recorded Video

Demo live





# Characteristics of Before and After Comparative Images

Pictures showing B&A have a strong communicative effect: they attract the attention of consumers by emphasizing the perception of the effects of the product. It is necessary to consider the variability of the individual response to any treatment: there is a real risk of convincing the consumer that he can obtain exactly the result that is shown.

**For this reason, the picture used must be:**

**1. Truthful**

Correspond to a real experience

**2. Authentic**

Not counterfeit or altered

**3. Verifiable**

Demonstrable (also thanks to specific tests)



A careful evaluation of before-and-after pictures is crucial to ensure that they show realistic results that can be reasonably expected after using the product.



## QVC's policy for B&As

<b>1. Authenticity</b>	B&As may not be enhanced or digitally modified (e.g. Photoshop)
<b>2. Exclusive use of the product</b>	The subjects portrayed must have used only the product advertised with the B&A.
<b>3. HD Images Only</b>	Only high-resolution images are accepted.
<b>4. Consistency with claims</b>	B&As are only approved when they show a result that is consistent with the claims approved for the product itself.
<b>5. Same shooting conditions</b>	B&As must depict the subject in the same shooting conditions: position, light, facial expression, make-up.
<b>6. Integral originals</b>	Cropped images will only be accepted if presented together with the full image of the portrayed subject.
<b>9. Excluded cases</b>	Fitness products; slimming products.

