



The Dental Practice *Photo Kit*

*Two simple kits to take better photos
at your practice. Smile mockups, team
photos, marketing shots.*

2

KITS

12

ITEMS

8

LESSONS

You don't need to be a photographer. You need a real camera, two lights, a black backdrop, and a flat wall. That's it.

Below are two kits. The first is cheap and gets you started. The second costs more and takes better photos. Pick one. Buy it. Done.

Both kits use the same kind of lights (continuous LED — what you see is what you get) and the same kind of camera (Nikon — easy to learn, great with skin tones).

Use this for:

- ✓ Before-and-after smile photos
- ✓ Team headshots
- ✓ Patient portraits
- ✓ Marketing photos of the office

Don't use this for:

- ✗ Photos inside the mouth (clinical) — that's a different setup
-

KIT 1 · BUDGET

The *Smile Starter*

Everything you need to start. Easy to set up. Photos look way better than a phone.

~\$876

5 ITEMS · SHIPS FROM AMAZON

01

Nikon Z30 Camera + 16–50mm Lens

20.9MP · Eye-detection autofocus · 4K video · USA model

Easy to use. The camera finds the patient's eyes and stays in focus by itself. Better than any phone, especially indoors. The lens does both wide shots of the room and close-ups of a smile.

\$696_{USD}

[VIEW ON AMAZON →](#)

02

NEEWER 2-Light Softbox Kit

2 × 24" softboxes · Daylight LEDs · 2 stands · Carry bag

Two lights with white covers. Plug them in, turn them on, you see the light right away. No flash. No surprises. Works with the camera or with your iPhone.

\$80_{USD}

[VIEW ON AMAZON →](#)

03

Backdrop Kit (Black + White)

6.5 × 10 ft cotton · Stand · Clamps · Carry bag

A clean wall behind the patient hides the room. The smile is the only thing you see. Comes with both colors and a stand. Sets up in 5 minutes.

\$60_{USD}

[VIEW ON AMAZON →](#)

04

Tripod (50" Aluminum)

\$25_{USD}

3-way head · Aluminum legs · Carry case

Holds the camera in the same spot every time. That's the only way before-and-after photos look right. Cheap and good enough. Don't overthink this one.

[VIEW ON AMAZON →](#)

05

SanDisk 64GB SD Card

\$15_{USD}

Extreme PRO · 200MB/s · UHS-I

The camera needs a memory card. Get this one. SanDisk is reliable. Buy it once and never think about it.

[VIEW ON AMAZON →](#)

KIT 2 · MID-RANGE

The *Studio Standard*

Costs more, but the photos look noticeably better. Worth it if you'll use this every week.

~\$1,840

7 ITEMS · SHIPS FROM AMAZON

01

Nikon Z50 II Camera + 16–50mm Lens

20.9MP · EXPEED 7 processor · Built-in viewfinder · USA model

The newer, better Nikon. Same brain as their \$5,500 pro camera. Finds eyes through glasses or masks. Has a small eyepiece you can look through, which helps when office lights make the screen hard to see.

\$1,150_{USD}

[VIEW ON AMAZON →](#)

02

Nikon 40mm f/2 Lens

Wide f/2 aperture · 6 oz · Always ready

This is the lens that makes photos look professional. The wide opening blurs the background so the patient stands out. Small and light. Leave it on the camera and forget it.

\$300_{USD}

[VIEW ON AMAZON →](#)

03

NEEWER Bi-Color Softbox Kit (with Remote)

2 × 24" softboxes · Warm to cool LEDs · Remote · Stands

Better than the budget lights in two ways. You can change the warmth of the light to match your office, so patients don't look orange or cold. And you can change the brightness with a remote, no walking back and forth. Skin tones look real.

\$200_{USD}

[VIEW ON AMAZON →](#)

04

Backdrop Kit (Black + White)

\$60_{USD}

6.5 × 10 ft cotton · Stand · Clamps · Carry bag

Same backdrop as the budget kit. Both colors. Black for drama, white for clean and clinical. Hangs in 5 minutes.

[VIEW ON AMAZON →](#)

05

43" Reflector (5-in-1)

\$25_{USD}

White, silver, gold, black, and see-through · Folds up · Bag

A round white card you hold opposite the light. It bounces light onto the dark side of the patient's face and erases tired-looking shadows under the eyes. Cheap. Big difference.

[VIEW ON AMAZON →](#)

06

Tripod (Aluminum, with Ball Head)

\$80_{USD}

Aluminum · Ball head · Holds up to 11 lb · Quick-release plate

Sturdier than the budget tripod. The ball joint at the top lets you point the camera quickly. Tall enough to match an adult's eye level standing up.

[VIEW ON AMAZON →](#)

07

SanDisk 128GB SD Card

\$25_{USD}

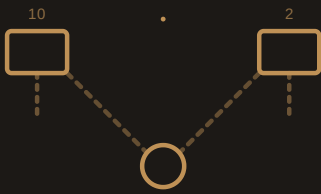
Extreme PRO · 200MB/s · UHS-I

Bigger card than the budget kit. Holds a lot of photos. You won't have to clear it for weeks.

[VIEW ON AMAZON →](#)

How to *use* this stuff

Eight short lessons. Read once before your first shoot.



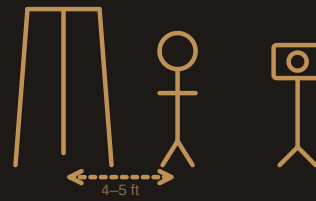
Lesson 01

Where to put the lights

Picture a clock with the patient at the middle, facing 12.

Put one light at **10 o'clock**. Put the other at **2 o'clock**. Both 4 to 5 feet away. Both slightly above the head, pointed down at the face.

This is the basic setup. It works for everyone.



Lesson 02

How to hang the backdrop

Don't put the patient right against the backdrop. Leave 4 to 5 feet of space behind them.

That keeps the lights from making weird shadows on the cloth. Pull the cloth tight and clip it. Wrinkles look bad.



Lesson 03

Camera settings

Turn the top dial to **"A"**.

Set the aperture to **f/4** if you have the kit lens, or **f/2.8** if you have the 40mm prime lens. Set **ISO to 400**. Set white balance to **"Auto"**.

That's it. The camera does the rest.



Lesson 04

Shoot at eye level

Set the tripod so the camera lens is at the same height as the patient's eyes.

Shooting from above makes them look small. Shooting from below makes them look weird. Eye level is what you want.



Lesson 05

How to shoot before-and-afters

Nothing can move between the two shots.

Same camera spot. Same lights. Same patient distance. Use tape on the floor to mark where the patient stands. Lock the tripod legs.

If you change one thing, the comparison is broken.



Lesson 06

Help the patient relax

Stiff patients make stiff photos.

Talk to them for a minute first. Ask about their weekend or their kids. Make them laugh. Then start shooting.

The best smiles come right after they think you've stopped. Keep going.



Lesson 07

How to use the reflector

Only if you got the mid-range kit.

Hold the reflector with the white side facing in. Put it on the opposite side of your main light, about 3 feet from the patient.

It bounces light onto the dark side of the face. Makes everyone look fresher.



Lesson 08

Common mistakes

1. **Don't leave the office lights on** when the LED lights are on. Mixed light makes colors weird.
2. **Don't use flash.** The lights you bought are better.
3. **Don't crop too tight** while shooting. Leave room above the head. You can crop later.
4. **Don't skip the tripod** for "one quick shot." That shot will be blurry.

BONUS

Use your *iPhone*, too

The lights and backdrop also work with an iPhone. **Same setup. Same rules.** Tape on the floor, lights at 10 and 2, patient 4 feet from the backdrop.

Use **Portrait mode** for close-ups. Use **Photo mode** for full-body or team shots. Tap the patient's face on the screen to lock focus and brightness.

Hold the phone **sideways** for website photos. Hold it **upright** for Instagram or TikTok.

Buy a \$10 phone clip on Amazon and you can put the iPhone on the same tripod. Now you can shoot quick videos with the same lighting. Free marketing content.

What you *don't* need

Flash or strobes

Hard to use. The LED lights you're buying show you what the photo looks like before you take it. Flash doesn't.

Color calibration tools

Little gadgets pros use to make colors perfect. You don't need them yet. Auto white balance is close enough.

Editing software you won't learn

Lightroom is great if you'll actually use it. If not, the camera has built-in presets that look great. Use those first.

Full-frame cameras

The cameras above are enough. Full-frame cameras cost 2 to 3 times more for a small step up.

Macro lenses

Macro lenses are for shooting inside the mouth. That's a different setup. The lenses above are right for portraits.

Expensive tripods

Carbon fiber tripods are for photographers who travel. You're shooting in one room. The tripods above are more than enough.

The links above are Amazon affiliate links. If you buy something, Harmoniq gets a small commission. Costs you nothing extra. Thanks. Prices are from May 2026. They might be a little different now. Click through to see what they cost today. Questions about setup? Reach out anytime.



*Made for dentists who want
better photos.*

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