Every business has a story. FreshMint Studios finds the light in it.

Founded in 2020, FreshMint Studios was born from a simple belief: that the right image can do what a thousand words often can't — build trust, create familiarity, and turn a stranger into a “human connection”. What began as a leap from a 22-year career in institutional relationships across healthcare and financial services became an enterprise built on a rare blend of business acumen and visual craft.

At FreshMint Studios, light isn't just a tool — it's a language. And the camera and strobes are not just instruments — they are a prism, returning images in the form of credible human narratives.

The studio has earned its stripes specializing in **branding photography** — the kind that shapes how entrepreneurs, corporate leaders, and organizations are perceived in the world. From boardroom executives to first-time founders, FreshMint has worked across industries and personalities, understanding that no two clients — and no two stories — are the same.

What sets FreshMint apart isn't just technical mastery, honed under some of the finest names in commercial photography. It's the deliberate process: a deep understanding of every person and a method that helps them show up as themselves when they face the lens.

Because at the heart of it, FreshMint Studios isn't just capturing images, ***it's transforming human connections — one frame at a time***

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