**mydentist,** **Cowpen Dental Practice, 323 Cowpen Road, Cowpen, Northumberland, United Kingdom, NE24 5EZ (the “Practice”)**

**Boutique Whitening Event – 11th August 2025**

**Terms & Conditions**

1. The promoter of the offer is Whitecross Dental Care Limited trading as {my}dentist, a company incorporated in England and Wales with registration number 244415 and with its registered office address at Europa House, Europa Trading Estate, Stoneclough Road, Kearsley, Manchester M26 1GG (the “Promoter”).
2. To be eligible participants must:
   1. be registered as a patient of the Practice;
   2. attend an appointment for a general examination by a dentist working from the Practice (unless this has already been completed within the last 3 months);
   3. book an appointment with Dr Richard Fretwell and attend a consultation at the Practice on 11th August 2025; and
   4. sign a treatment plan at the end of the consultation referred to in 2.3 above for Boutique Teeth Whitening treatment costing a minimum of £359.
3. All eligible participants who have complied with 2.1 to 2.4 above will receive:
   1. a free consultation worth £59; and
   2. a free hygiene appointment worth £70.
4. The total gift package is worth approx. [£129].
5. The Promoter reserves the right to amend the specification of the gifts listed in paragraph 3 above or offer any alternative gift of equal or greater value, for example if any original gift is unavailable for any reason.
6. No cash alternative to the gifts will be available and the gifts are not transferable.
7. Participants will be verified for eligibility and suitability of the qualifying treatment.
8. This offer is open to UK residents over the age of 18 only. It is not open to any employees of (or clinicians engaged by) the mydentist Group, or any members of their immediate families.
9. Only one eligible treatment will be accepted per person.