**mydentist, Earl Royd Dental Centre, 165-167 Skipton Road, Keighley, West Yorkshire, England, BD21 3BG (the “Practice”)**

**Smile Makeovers Event – 27 January 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 David Ford and attend a smile consultation at the Practice on 27 January 2025; and
   4. sign a treatment plan at the end of that smile consultation referred to in 2.3 above for the below treatment:
      1. Straumann Implant treatment costing a minimum of £2350.
3. All eligible participants who have complied with 2.1 to 2.4 above will receive:
   1. £250 discounted from the cost of the treatment referred to in paragraph 2.4 above (reducing the overall cost from £2350 to £2100.
4. The total gift package is worth £250.
5. Due to the popularity of this event and the value of the gift package, a deposit of £50 will be required on booking. This deposit will be refunded to you on attendance of the consultation referred to in paragraph 2.3 above (either by deducting it from the cost of the treatment referred to in paragraph 2.4 above, or by way of direct refund on the day, whichever is appropriate). This deposit will be non-refundable if you fail to attend the consultation without providing the practice with at least 24 hours’ notice.
6. 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.
7. No cash alternative to the gifts will be available and the gifts are not transferable.
8. Participants will be verified for eligibility and suitability of the qualifying treatment. A maximum of 15 appointments will be available for the treatments on a first come first served basis.
9. 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.
10. Only one eligible treatment will be accepted per person.