**mydentist, Rosse Street, Shipley (the “Practice”)**

**Smile Makeover Event – 3rd August -17th August 2024**

**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 Mustafa Shihab and attend a smile consultation at the Practice from 3rd August 2024 to 17th August 2024; and
   4. sign a treatment plan during the consultation appointment referred to in 2.3 above for one of the following treatments:
      1. Composite bonding treatment costing a minimum of £1,800;
      2. ClearCorrect Teeth Straightening treatment costing a minimum of £1,990;
      3. Enlighten Teeth Whitening treatment costing a minimum of £549; or
      4. Philips Zoom Whitening take home kit on the day costing a minimum of £299;
3. All eligible participants who have complied with 2.1 to 2.4 above will receive:
   1. a free Philips Sonicare 3100 toothbrush (worth £20.95) with treatment referred to in 2.4.1, 2.4.3 and 2.4.4;
   2. a free set of retainers with ClearCorrect teeth straightening treatment referred to in 2.4.2 above (worth £150);
   3. a free hygiene clean (worth £88) with treatment referred to in 2.4.3 and 2.4.4; and
   4. a free Philips Zoom! teeth whitening treatment (worth £85) if such treatment is booked to commence within 8 weeks of completing the treatment plan referred to in 2.4.1 and 2.4.2 above.
4. The total gift package is worth between £108.95 and £235.
5. Due to the popularity of this event and the value of the gift package, a deposit of £20 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.
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.