**mydentist,** **Norwood Dental Practice, 26 Norwood, Beverley, United Kingdom, HU17 9EY (the “Practice”)**

**Smile Makeovers Teeth Whitening Event – 25 June to 25 July 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 Mark Slater and attend a smile consultation at the Practice between 25th June to 25th July 2025; and
   4. sign a treatment plan at the end of that smile consultation referred to in 2.3 above for 2.4.1 Enlighten Teeth Whitening treatment costing a minimum of £599; or

2.4.2 Boutique Teeth Whitening treatment costing a minimum of £349; or

2.4.3 Zoom! In Chair Teeth Whitening treatment costing a minimum of £299.

1. All eligible participants who have complied with 2.1 to 2.4 above will receive:
   1. £50 discounted from the cost of the treatment referred to in paragraph 2.4 above (reducing the overall cost of Enlighten Teeth Whitening from £599 to £549, Boutique Teeth Whitening from £349 to £299 and Zoom! In chair Teeth Whitening from £299 to £249).
2. The total gift package is worth [£50].
3. 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.
4. No cash alternative to the gifts will be available and the gifts are not transferable.
5. Participants will be verified for eligibility and suitability of the qualifying treatment.
6. 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.
7. Only one eligible treatment will be accepted per person.