**mydentist, Burnby Lane Dental Practice, 3 Burnby Lane, Pocklington, York, United Kingdom, YO42 2QB (the “Practice”)**

**Smile Makeover Event – 01 August to 29 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 (“{my}dentist”).
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 Marisa Lumley-Holmes and attend a smile consultation at the Practice 01 August to 29 August 2025; and
   4. sign a treatment plan at the end of that smile consultation referred to in 2.3 above for either;
      1. Boutique Teeth Whitening costing a minimum of £349; or
      2. Philips Zoom Teeth Whitening costing a minimum of £299.
3. 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 from £299 to £249 for Philips Zoom Teeth Whitening Treatment and from £349 to £299 for Boutique Teeth Whitening Treatment).
4. The total gift package is worth £50.
5. Due to the popularity of this event and the value of the gift package, a deposit of £59 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. {my}dentist reserves the right to amend the specification of the gift 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 gift will be available and the gift is 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 {my}dentist Group, or any members of their immediate families.
10. Only one eligible treatment will be accepted per person.