



KING CROSS DENTAL

Competition Terms & Conditions – Band 1,2,3 Dental Treatment Offer

1. Promoter

This competition is organised and operated by King Cross Dental (“the Practice”), a private dental practice based in the United Kingdom that does not have an NHS contract in place. Please see 12. below for a full explanation.

2. Eligibility

- 2.1 The competition is open to UK residents aged 18 years or over.
 - 2.2 Employees of the Practice and their immediate families are not eligible to enter.
 - 2.3 Entry into the competition is deemed acceptance of these Terms and Conditions.
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3. Competition Period

- 3.1 The competition opens on Thursday 16th April 2026.
 - 3.2 The closing date for entries is **22 April 2026**.
 - 3.3 Entries received after this date will not be considered.
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4. The Prize

- 4.1 Ten (10) winners will be selected at random.
 - 4.2 Each winner will receive access to dental treatment at **NHS-equivalent band pricing**, carried out at the Practice.
 - 4.3 This means winners will pay the **same fixed charges and receive the same scope of treatment as NHS patients**, as outlined below.
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5. NHS Band Pricing & Treatment Coverage (England)

Winners will be charged according to the standard NHS dental bands:

Band 1 – £27.90

Covers:

- Clinical examination, diagnosis, and treatment planning
- X-rays (if clinically required)
- Preventative advice

- Scale and polish (if clinically necessary)

Band 2 – £76.60

Includes all Band 1 treatments, plus:

- Fillings
- Root canal treatment
- Tooth extractions
- Periodontal (gum) treatment
- Other necessary clinical procedures

Band 3 – £332.10

Includes all Band 1 and Band 2 treatments, plus:

- Crowns
- Dentures
- Bridges
- Laboratory-based dental work

4.4 Winners will pay **only the applicable band charge**, based on the treatment clinically required, just as they would under NHS care.

4.5 A full course of treatment is covered under a single band charge, in accordance with NHS rules.

6. Important Payment Conditions

6.1 This competition does **not** provide free dental treatment.

6.2 All winners are required to pay the applicable NHS band charge for their treatment.

6.3 Individuals who would normally qualify for free NHS treatment (e.g. due to benefits, exemptions, or age) are **not eligible for free treatment under this competition** and must still pay the relevant band fee.

6.4 Payment must be made in accordance with the Practice's standard payment terms.

7. Treatment Limitations

7.1 Only treatments that fall within standard NHS banding are included.

7.2 The following are **excluded** from the offer:

- Cosmetic treatments (e.g. teeth whitening, veneers)
- Any treatment not clinically necessary
- Any treatment outside NHS scope

7.3 If a winner chooses to upgrade to private or cosmetic treatment, this will be charged at the Practice's standard private fees.

8. Winner Selection & Notification

8.1 Winners will be selected at random after the closing date.

8.2 Winners will be contacted via the details provided at entry.

8.3 If a winner does not respond within 7 days, the Practice reserves the right to select an alternative winner.

9. Redemption of Prize

9.1 Winners must book an initial consultation within 1 month of notification.

9.2 Treatment must be completed within a reasonable timeframe as advised by the Practice.

9.3 All treatment is subject to clinical suitability and professional judgement.

10. General

10.1 The prize is non-transferable and cannot be exchanged for cash or alternative treatments.

10.2 The Practice reserves the right to amend or withdraw the competition at any time without prior notice.

10.3 The Practice's decision is final in all matters relating to the competition.

10.4 These Terms and Conditions are governed by English law.

11. Data Protection

11.1 Any personal data provided will be used solely for the administration of this competition and in accordance with applicable data protection laws.

12. Regulatory Disclaimer – NHS Price Dental Treatment Competition

This promotion is offered independently by King Cross Dental, a private dental practice, and is **not commissioned, endorsed, or affiliated with the NHS, the NHS Business Services Authority (NHSBSA), or any other NHS body.**

All dental treatment provided under this competition will be carried out on a **private basis**, subject to a full clinical assessment and the professional judgement of the treating clinician. While pricing will mirror current NHS dental band charges in England, patients should be aware that this does **not constitute NHS care or an NHS course of treatment.**

Treatment will only be provided where it is **clinically necessary and appropriate**, and the Practice reserves the right to decline or modify treatment plans in accordance with patient safety, ethical standards, and regulatory requirements.

This promotion does not provide access to NHS exemptions. **All patients, including those who may ordinarily qualify for free NHS dental care, will be required to pay the applicable band charge.**

The offer applies only to treatments that fall within standard NHS banding. **Cosmetic and elective procedures are excluded** and will be charged at the Practice's standard private fees if requested.

All services are delivered in accordance with the standards set by the Care Quality Commission and the professional guidance issued by the British Dental Association, including obligations relating to transparency, patient consent, and clear communication of private fees.

Patients will be provided with a **clear written treatment plan and cost estimate prior to commencing treatment**, and informed consent will be obtained in line with regulatory requirements.

King Cross Dental reserves the right to amend or withdraw this promotion at any time to ensure ongoing compliance with regulatory, legal, and professional obligations.

13. Contact

For any queries relating to this competition, please contact:

info@kingcrossdental.co.uk

01422250155
