Sands End

DENTAL & FACE STUDIO

MEMBERSHIP PLANS

TERMS & CONDITIONS

Smile & Face Studios Ltd
trading as Sands End Dental & Face Studio
Unit 1, Counter House, 1 Park Street, London SW6 2FL
(also accessed/known as 99 Imperial Road, London SW6 2GH)

October 2026

Membership Terms & Conditions

These Terms & Conditions apply to Sands End Dental & Face Studio membership plans. Please read them before joining. They explain what is included, how fees and benefits work, the minimum term, cancellation, discounts and other important conditions.

Plan summary

Plan	Current fee	Founding offer	Core entitlement
Smile Maintenance Plan	£28/month	£25/month for first 12 months for first 300 members	2 exams, 2 routine hygiene visits, up to 2 priority emergency assessments, priority booking, 10% off eligible additional treatment
Family Smile Plan	£65/month	£60/month for first 12 months for first 50 qualifying families	2 adults + up to 2 children; adult and child benefits apply to each named member
Child Smile Add-On	£10/month	None	For children under 18 linked to an eligible adult membership; 2 exams, 2 preventive visits, advice, fluoride where appropriate and 10% off eligible additional treatment

Important: membership is a dental maintenance programme, not an insurance product. It includes only the services expressly described in the applicable plan. Other treatment remains chargeable.

1. Who we are

“Sands End”, “we”, “us” and “our” mean Smile & Face Studios Ltd, trading as Sands End Dental & Face Studio. “Member”, “you” and “your” mean the patient or account holder who enters into a membership agreement with us. Where a Family Smile Plan is used, the account holder is responsible for the membership payments and administration of the named family members.

2. Joining a membership plan

Membership begins when you have completed our sign-up process and the first membership payment has been successfully collected. Membership benefits and member discounts become available from that date.

Membership benefits and discounts do not apply retrospectively to treatment completed or invoiced before membership began. Treatment agreed after membership begins may receive the applicable member discount if it is otherwise eligible and has not already been completed or invoiced.

Membership is subject to the plan eligibility criteria in force when you join. We may refuse or delay membership where reasonably necessary, including where reasonably necessary for clinical, regulatory, eligibility, fraud-prevention or payment reasons.

3. Initial minimum term and ongoing membership

Unless a statutory cancellation right applies, each membership has an initial minimum term of 12 months beginning on the membership start date. After the initial minimum term, membership continues on a monthly rolling basis until cancelled.

After the initial minimum term, you may cancel your membership by giving us at least one month's notice. Cancellation will take effect on the first monthly membership renewal date occurring at least one month after we receive your cancellation notice. For this purpose, your monthly renewal date is the date on which your monthly membership payment would ordinarily fall due. Membership fees remain payable up to the effective cancellation date and your membership benefits will remain available until your membership ends. We do not pro-rate monthly membership fees on cancellation.

You may give notice during the initial 12-month minimum term, provided the effective cancellation date is not earlier than the end of that minimum term.

We may consider requests for early cancellation during the minimum term in exceptional circumstances on a reasonable case-by-case basis. This does not affect any rights you have by law.

4. Your legal cancellation rights

If you join online, by telephone, away from the Practice, or in another situation where consumer law gives you a statutory cooling-off right, you may normally cancel within 14 days after the membership contract is entered into without giving a reason. We will provide the information required by law at sign-up.

If you ask us to begin providing membership services or benefits during a statutory cancellation period and then cancel, we may charge a proportionate amount for services actually supplied before cancellation where the law permits. Nothing in these Terms limits your statutory consumer rights.

5. Smile Maintenance Plan

The Smile Maintenance Plan currently costs £28 per month. There is no joining fee.

The first 300 qualifying Founding Members may join at £25 per month for their first 12 months. After those first 12 months, the membership moves to the prevailing standard Smile Maintenance Plan rate, currently £28 per month. Founding pricing requires continuous membership and does not revive if a member cancels and later rejoins.

For each 12-month membership period, the plan includes:

- 2 dental examinations
- 2 routine hygiene maintenance appointments
- up to 2 priority emergency dental assessments during normal Practice opening hours, with the emergency consultation fee waived
- priority booking, subject to clinical urgency and availability
- 10% discount on eligible additional treatment, subject to the exclusions and rules below

Emergency X-rays, investigations, prescriptions and treatment are not included in the emergency assessment benefit and are charged separately.

6. Family Smile Plan

The Family Smile Plan currently costs £65 per month and covers 2 named adults and up to 2 named children under 18. There is no joining fee.

The first 50 qualifying Founding Families may join at £60 per month for their first 12 months. After those first 12 months, the membership moves to the prevailing standard Family Smile Plan rate, currently £65 per month.

Each adult receives the benefits of the Smile Maintenance Plan. Each child receives the benefits described for the Child Smile Add-On. Benefits are personal to each named family member and cannot be pooled or transferred between family members.

Where available, qualifying family memberships may also receive coordinated family appointments, reasonable priority for selected school-holiday appointments and family recall coordination. These benefits are subject to availability and do not guarantee same-day or consecutive family appointments.

7. Child Smile Add-On

The Child Smile Add-On currently costs £10 per month per child and is available only for a child under 18 linked to an eligible adult membership. Where a child is already included within a Family Smile Plan, no separate Child Smile Add-On fee applies for that included child.

For each 12-month membership period, a Child Smile Add-On includes:

- 2 dental examinations
- 2 preventive oral-health or hygiene visits
- oral-health advice
- fluoride application where clinically appropriate
- family appointment coordination or priority where available
- 10% discount on eligible additional private treatment, subject to exclusions

When a child reaches age 18, the child membership ends and the patient becomes eligible for the adult membership options then available. We will provide reasonable advance notice of the transition and any resulting price change.

8. New Patient Examination membership credit

If an adult patient completes and pays for a Sands End New Patient Examination and joins an eligible membership plan within 7 days, we will apply an £85 membership credit towards the first membership year, unless a different joining offer is expressly stated.

The £85 is an account credit only. It is not a cash refund, has no cash alternative and cannot be applied retrospectively to treatment. The credit will be spread as evenly as reasonably practicable across the first 12 monthly membership payments, with any rounding adjustment made in the final applicable payment.

The credit cannot be combined with another joining promotion unless we expressly state otherwise. For a Family Smile Plan, the maximum New Patient Examination membership credit is £85 per family membership, not £85 per adult.

9. Using included appointments and benefits

Membership entitlements apply within each 12-month membership period. Included appointments do not roll over, accumulate, transfer to another person or have a cash value. Unused benefits expire at the end of the relevant membership period.

The 2 routine hygiene appointments are ordinarily intended to be approximately 6 months apart, subject to clinical recommendation and appointment availability.

Membership is a maintenance and prevention programme. It is not a prepaid entitlement to all dental care and does not guarantee that no additional treatment will be required.

Where a member has made reasonable efforts to book an included appointment within the relevant membership period but Sands End is unable to offer a suitable appointment due to Practice availability, we may extend the entitlement for a reasonable period or provide an appropriate alternative.

10. Existing or newly diagnosed dental conditions

Patients with existing or active dental disease may still be able to join a membership plan. Membership does not include all treatment required to manage existing or newly diagnosed dental conditions.

The Smile Maintenance Plan and related memberships cover routine preventive care and maintenance only. Any treatment required to address an existing or newly diagnosed condition will be discussed with you and charged separately unless expressly included in your plan.

Clinical recommendations always take priority over the standard frequency or type of appointments included in a membership plan.

11. Routine hygiene and periodontal treatment

Included hygiene visits are routine hygiene maintenance appointments. Periodontal therapy, advanced periodontal treatment and enhanced periodontal maintenance are not automatically included.

If more frequent routine hygiene is clinically recommended, visits above the included allowance will be charged separately and may receive the normal member discount where eligible. More complex periodontal treatment is charged under the applicable treatment and fee schedule and is only discounted where expressly stated to be eligible.

12. Member discount

The 10% member discount becomes available once membership has started and the first payment has successfully cleared. It applies only to eligible treatment and cannot be combined with another discount, package, promotional price or offer unless Sands End expressly states otherwise.

The following are currently excluded from the 10% member discount:

- Invisalign and other orthodontic treatment
- Dental implants

Other exclusions may apply, including where identified in the current Membership Fee & Exclusions Schedule supplied or made available before treatment is agreed. Any material exclusion relevant to a proposed treatment will be explained before you commit to that treatment.

13. Emergency assessment benefit

Where included in your plan, you may receive up to 2 priority emergency dental assessments per membership year during normal Sands End opening hours. The emergency consultation fee is waived for those assessments.

Any X-rays, investigations, prescriptions or treatment required are charged separately. “Priority” means we will seek to accommodate you appropriately according to clinical urgency and availability; it is not a guarantee of a same-day appointment.

14. Appointment changes, cancellation and non-attendance

Membership does not exempt a member from the Practice's Appointment & Cancellation Policy. We ask for at least 48 hours' notice if you need to change or cancel an appointment.

Members are not normally required to pay a separate booking deposit for routine appointments included within their membership plan. However, where a member cancels with less than 48 hours' notice or does not attend an appointment without notice, a £30 late-cancellation/non-attendance charge will normally apply, subject to exceptional circumstances considered reasonably by the Practice.

The charge may be collected using the member's usual payment method, added to a future payment where permitted, or requested separately. We will notify the member of the charge before collection.

A late cancellation or non-attendance does not ordinarily use up a member's underlying included appointment entitlement, provided the appointment is subsequently rebooked and used within the applicable membership period.

Following repeated late cancellations or non-attendance, Sands End may require a booking deposit or advance payment before accepting further appointments.

15. Payments and failed Direct Debits

Membership fees are collected monthly by the payment method agreed at sign-up. You are responsible for keeping your payment details up to date and ensuring sufficient funds are available.

If a payment fails, we may notify you and retry the payment. You will normally have 14 days to bring the account up to date. Membership benefits may be suspended while payments remain outstanding, and persistent non-payment may result in termination of membership.

Any treatment, fees or other charges already incurred remain payable. A single failed payment will not, by itself, automatically make the entire remaining balance of the 12-month minimum term immediately payable.

16. Prices and future changes

Current prices are shown in the Plan Summary and at sign-up. We may change the standard membership fees from time to time by giving reasonable advance notice. A change to the published standard rate will not retrospectively alter a fixed promotional period already promised to you.

After a Founding Member or Founding Family promotional period ends, the membership moves to the prevailing standard rate applicable at that time.

17. Leaving and rejoining

A member who completes the minimum term and cancels may later apply to rejoin. Rejoining is subject to the pricing, promotions, eligibility rules and membership terms available at that time. Previous Founding Member or Founding Family pricing does not automatically revive, and unused benefits from an earlier membership do not carry forward.

18. Clinical discretion and patient safety

Nothing in a membership plan overrides clinical judgement, informed consent, patient choice or the clinician's professional obligations. Included services are provided only where clinically appropriate. If a clinician recommends a different treatment frequency, investigation or treatment pathway, that recommendation takes priority over the standard membership allowance.

19. Suspension or termination by Sands End

We may suspend benefits or terminate a membership where reasonably necessary, including for persistent non-payment, fraud or misuse of membership benefits, threatening or abusive behaviour, or where continuing the membership is not reasonably practicable. We will act reasonably, take account of the circumstances and provide notice where appropriate.

Termination by Sands End does not affect payment obligations for treatment or services already provided and does not limit either party's statutory rights.

Where Sands End terminates membership for reasons unrelated to the member's breach, any membership fees paid in respect of a period after termination will be refunded or credited on a fair pro-rata basis.

20. Refer a Friend Programme

The Refer a Friend Programme is available to existing Sands End patients. The referred person must be a new adult patient aged 18 or over who has not previously attended Sands End, and the referring patient must be identified at registration or before the referred patient's first New Patient Examination.

A referral qualifies when the referred patient has completed the New Patient Examination and joined an eligible Sands End membership plan. For each qualifying referral, the referrer will receive a £50 Sands End Care Credit. For a new household or family membership, the maximum referral credit is £50 for that new household or family membership.

Referral credits:

- have no cash value and are non-transferable
- cannot be applied retrospectively
- cannot be used against membership subscription payments
- may be used towards eligible future care at Sands End
- may accumulate, but a maximum of £100 of referral credit may be redeemed against any single course of treatment
- cannot be earned through self-referral
- are subject to the same treatment exclusions as the 10% membership discount
- the referred member's first membership payment must have been successfully collected before the referral credit is issued
- credited within 14 working days of the qualifying referral

The referred patient receives the standard New Patient proposition available at the time and may receive a complimentary digital smile scan where appropriate. If the referred patient joins an eligible membership within 7 days of the New Patient Examination, they remain eligible for the normal £85 New Patient Examination membership credit, subject to these Terms.

We may amend or withdraw the Refer a Friend Programme for future referrals on reasonable notice. Credits already validly earned will not be affected. Referral benefits cannot be combined with another referral-specific promotion unless expressly stated.

21. Personal and family benefits

Membership benefits are personal to each named member. They cannot be shared, transferred, exchanged or redeemed for cash. If one family member does not use an included appointment or benefit, another family member cannot use it instead.

22. Complaints and concerns

If you have a concern about your membership, payments or dental care, please contact the Practice so that we can try to resolve it promptly. Clinical complaints will be handled in accordance with the Practice's complaints procedure. Nothing in these Terms affects any right you may have to use an external complaints or dispute-resolution route available by law or applicable professional arrangements.

23. Changes to these Terms

We may update these Terms from time to time where reasonably necessary, including to reflect changes in law, regulation, the services included in a plan, administrative arrangements or the way the Practice operates. We will give reasonable advance notice of any material change that affects an existing member. We will not retrospectively remove a fixed promotional price already promised for a stated period.

24. Liability and statutory rights

Nothing in these Terms excludes or limits any liability that cannot lawfully be excluded or limited, or any statutory rights you have as a consumer or patient. Dental treatment will be provided in accordance with applicable professional and legal standards.

25. Governing law

These Terms and any membership agreement are governed by the laws of England and Wales. The courts and tribunals of England and Wales will have jurisdiction where applicable, subject to any mandatory consumer rights that apply.

Membership Schedule

A. Current plan prices and founding offers

Plan	Standard price	Founding offer	Founding availability
Smile Maintenance Plan	£28/month	£25/month for first 12 months	First 300 qualifying members
Family Smile Plan	£65/month	£60/month for first 12 months	First 50 qualifying families
Child Smile Add-On	£10/month per child	None	Linked to eligible adult membership

B. Current material discount exclusions

- Invisalign and other orthodontic treatment
- Dental implants

Additional exclusions may be specified in the current Membership Fee & Exclusions Schedule or treatment-specific information made available before treatment is agreed.

C. Important membership reminders

- Membership is not insurance.
- Included appointments do not roll over or have a cash value.
- Clinical recommendations take priority over plan allowances.
- Member discounts do not apply retrospectively.
- Membership does not exempt patients from the Practice Appointment Policy.

Cancellation notice

To cancel, give Sands End at least one month's notice using the contact method stated on our website or otherwise notified to you. Cancellation will take effect on the first monthly membership renewal date occurring at least one month after we receive your cancellation notice. Membership fees remain payable until that date and are not pro-rated. You may give notice during the initial 12-month minimum term provided the effective cancellation date is not earlier than the end of that minimum term.

As an example, if your normal monthly renewal date is the 15th and we receive your cancellation notice on or before 15 June, your membership can end on 15 July. If we receive it after 15 June, the earliest termination date will be 15 August.

The cancellation arrangements above are separate from any statutory cooling-off rights you may have. Where you have a statutory cooling-off right following a distance or off-premises sign-up, you may cancel by making a clear statement to Sands End within the applicable statutory period. You do not have to use any particular form.