



# SMILE FOR LIFE™

Join the Bow Lane Smile for Life Club for just £24 per month. We will help you create and maintain a confident smile.

Research shows that preventive dentistry delivered on a regular basis greatly reduces the risk of dental disease and provides a platform for a lifetime of improved oral health. We encourage such an approach and with this in mind, we have designed a dental plan to reward loyal patients.

The plan will provide advantages both to you and to us. It will allow us to plan your dental care more effectively and provide the best chance of keeping you dentally fit. The advantage for you is that it should reduce the need for future treatment and you will have the peace of mind that all of your preventive dental care will be covered by convenient monthly payments.

Our Smile for Life™ membership scheme costs just £24 per month

Once your oral health is fabulous you will be invited to join our exclusive Smile for Life Club. We also have a "Whitening for Life" Club if you want all these benefits PLUS want a WHITER smile.

Members of our club save a minimum of £79 per year!

	Health teeth and Smile	Healthy teeth and a WHITE smile
	Smile for Life Club	Whitening for Life Club
Monthly Cost	£24	£39
One annual dental check-up	£85+	£85+
Hygiene Visits per year	Two- value £210	Three- value £315
X-rays (when needed)	Value £30	Value £30
Preventative and Dietary Advice	Value £30	Value £30
10% Discount off further dental treatment	✓	✓
Oral B Electric toothbrush	Value £35	Whitening Brush-Value £50
Whitening (home)	X	Whitening worth £350
Whitening Gel from 2 year	X	Value £100
<b>YEARLY COST</b>	<b>£288</b>	<b>£468</b>
<b>1ST YEAR SAVINGS</b>	<b>£114</b>	<b>£392</b>
<b>2ND YEAR + SAVINGS</b>	<b>At least £79</b>	<b>At least £92</b>

## What does our plan include?

- One visit per year to your Bow Lane dentist to deliver a healthy Smile™ review.
- Two visits per year to your Bow Lane hygienist to deliver a "Smile for Life"™ assessment and maintenance.
- All necessary x-rays.
- Routine oral cancer screening.
- 10% reduction on all dental treatments.
- Diet and oral hygiene advice.
- Free OralB electric toothbrush.



## How do you join our plan?

Joining is very simple. After you have had an oral health assessment by one of our dentists you then complete a registration form for us and a Direct Debit mandate. In addition to your first monthly payment, an initial registration fee of £24 per person will be payable by you. For practice terms and conditions please refer to the notes section on the registration form.

## Any questions?

If you have any questions about our plan, please contact our reception team who will be happy to provide further information and guidance. Terms within this brochure are subject to change without notice.