BW MedAesthetics Ltd

GENERAL BUSINESS & MEMBERSHIP TERMS AND CONDITIONS | Effective 18 October 2026

Please read these terms before booking or purchasing. They explain your responsibilities and ours. Treatment-specific consent forms, any separately published booking policy and our Privacy Policy also apply. If a specific written offer differs from these terms, we will explain that difference before purchase. Your statutory rights always apply.

1. Clinic details

BW MedAesthetics Ltd (company number 16007784), registered office and correspondence address: 1 Normandy Drive, Aldershot, Hampshire GU11 4BZ. Website: www.bwmedaesthetics.co.uk | Email: info@bwmedaesthetics.co.uk | Telephone: 07301 299989.

2. Consultations, eligibility and treatment decisions

Initial consultations are complimentary and require no deposit. A consultation or booking does not guarantee that a treatment will proceed. We may decline, postpone, modify or discontinue treatment where we reasonably consider it clinically unsuitable, unsafe, outside our competence or inconsistent with professional obligations. We will explain the reason where appropriate and discuss alternatives. Where we cannot provide a prepaid treatment through no fault of the client, applicable refund rights will be respected.

Clients must be at least 18 for cosmetic injectable treatments. Other treatments may have additional age or eligibility restrictions. We may ask for proof of age or identity.

3. Your medical information and consent

You must provide complete, accurate and up-to-date information about your medical history, medications (including over-the-counter and herbal products), allergies, previous treatments, pregnancy or breastfeeding, and any other matter asked about during screening. Tell us about changes before each appointment, even if you previously completed a medical questionnaire. Withholding or inaccurate information may increase risk or mean treatment cannot safely proceed.

We will explain material risks, benefits, reasonable alternatives and relevant aftercare and seek informed consent before treatment. You may withdraw consent at any time; charges for services already properly supplied and reasonable losses from late cancellation may still apply, subject to law. Please ask questions if anything is unclear.

4. Appointments and £50 booking deposits

A £50 deposit is normally required to reserve a treatment appointment and is deducted from the treatment price when attended. No deposit is required for a complimentary consultation. Please give at least 48 hours' notice to cancel or move a treatment appointment. With 48 hours' or more notice, a deposit may be transferred once to another available appointment. If you cancel or rearrange with less than 48 hours' notice, or do not attend, we will normally retain up to £50 to reflect the appointment time and direct loss we could not reasonably avoid. We will not charge more than a fair and proportionate amount, and will take account of any appointment time resold or costs saved.

Please arrive on time. We allow a maximum 15-minute grace period. If you arrive more than 15 minutes late, or are late enough that treatment cannot be completed safely or without disrupting other clients, we may cancel the appointment. It will normally be treated as a late cancellation: up to the £50 deposit may be retained on the same fair-loss basis and a new deposit will be needed to rebook. A shorter treatment will only be offered where clinically appropriate and agreed.

For a prepaid course appointment, a late cancellation, non-attendance or late arrival resulting in a missed appointment will normally incur a £50 charge rather than automatic forfeiture of an entire treatment session, subject to the same fair-loss principles. We may deduct an agreed charge from available credit where authorised or request payment before another appointment. We may waive charges in exceptional circumstances at our discretion without setting a precedent.

5. Prices, payment and finance

Prices and mandatory charges will be confirmed before purchase or treatment. Prices may change for future bookings but we will honour an already agreed price unless a change is expressly agreed. Treatment balances are due by the appointment unless an alternative arrangement is confirmed. We may decline further non-urgent bookings while undisputed overdue sums remain outstanding.

Where third-party finance or pay-later services are offered, their separate terms apply. A cancellation or refund request must be handled in coordination with the provider; please do not simply stop payments. Nothing here removes your statutory rights against us or the finance provider.

6. Treatment results, reviews and aftercare

Aesthetic treatment outcomes, healing, downtime, longevity and response vary between individuals. No particular aesthetic result, number of sessions or duration can be guaranteed. Maintenance may be needed and is not included unless expressly stated. You must follow the written or verbal aftercare guidance, attend advised reviews and tell us promptly about concerns. Failure to follow aftercare may affect outcomes or increase risk, but does not remove any rights you have where treatment was not provided with reasonable care and skill.

A review, adjustment, correction or additional treatment is not automatically free. We will assess clinical need and explain any charges before proceeding. Where a problem arises from a failure to exercise reasonable care and skill, your statutory remedies remain unaffected.

7. Complications and urgent concerns

If you notice an unexpected reaction, complication or concerning result, contact BW MedAesthetics promptly using the clinic contact details so we can advise, arrange an assessment or direct you to appropriate care. Please provide relevant symptoms, timing and photographs if requested and safe to do so. Do not attempt to treat a suspected complication yourself or seek corrective treatment elsewhere without appropriate medical assessment where it is safe to contact us first.

Do not delay urgent or emergency treatment while waiting for the clinic to respond. For a life-threatening emergency call 999 immediately. For urgent medical help that is not life-threatening, seek NHS 111, an urgent treatment centre or A&E as appropriate. Contacting the clinic first is not a condition of your legal rights and does not restrict access to other healthcare.

8. Prepaid courses and treatment packages

Unless a different period is stated at purchase, packages should be used within 12 months of purchase, allowing for recommended treatment intervals. Please book early enough to complete the course. We will consider a reasonable extension for documented illness, pregnancy, medical contraindication or other significant circumstances; statutory rights are unaffected. Courses are personal to the named client and cannot be transferred or exchanged without our written agreement.

Discounted package prices are based on the agreed course. If you voluntarily stop partway through, we may recalculate treatment already supplied using the individual prices clearly disclosed at purchase, plus products already supplied at their disclosed retail price, but only insofar as the resulting deduction is fair, proportionate and reflects our legitimate loss. We will provide an itemised calculation, avoid double recovery and refund any amount legally due. Where agreed and lawful, we may offer remaining value as clinic credit valid for 12 months;

you do not have to accept credit instead of a refund to which you are legally entitled. If new medical circumstances make further treatment unsuitable, we will assess the situation individually.

9. Skincare and retail products

Please disclose known sensitivities and follow product instructions. Opened products cannot normally be returned merely because you change your mind where a lawful hygiene exception applies. Faulty, misdescribed or otherwise non-conforming products remain subject to statutory remedies. For online or other qualifying distance purchases, applicable cancellation and return rights will be explained at purchase.

10. Model appointments and promotions

Model appointments may involve a practitioner gaining experience under appropriate supervision. We will explain who will carry out treatment, the reduced price, any relevant differences and obtain consent. Model status does not reduce clinical safety standards or statutory rights. Offers, referral rewards and promotions apply only to the treatments and periods specified, are subject to clinical suitability and availability, and cannot be exchanged for cash. Exclusions will be stated before booking; prescription-only treatments are not included in publicly promoted discounts or referral incentives.

Our refer-a-friend scheme gives an existing client and their referred new client £25 each towards an eligible treatment after the new client attends their first qualifying treatment. The referral must be identified before that appointment. The reward cannot be redeemed as cash, and we may prevent duplicate or fraudulent claims. It may be combined with other eligible offers unless the specific offer says otherwise.

11. Membership plans and benefits

Memberships are optional monthly credit plans. Your chosen tier determines the monthly charge, bonus credit and eligible full-price skincare discount. All active tiers also receive priority access to available appointments and early notice of eligible offers (including Black Friday), clinic events, launches and model opportunities. Priority access is not a guarantee of an appointment, place or treatment.

Tier	Monthly payment	Credit added monthly	Skincare discount
Bronze	£50	£51.25	2.5%
Silver	£100	£105	5%
Gold	£150	£161.25	7.5%
Platinum	£200	£220	10%
Diamond	£300	£337.50	12.5%

Monthly credit comprises your payment plus complimentary promotional bonus credit. After a successful payment, available credit can be used in full or in part towards eligible clinic treatments and skincare, subject to clinical suitability. Credit rolls over while the membership is active. Tier skincare discounts apply to eligible full-price skincare while membership is active, including where paid for using membership credit; they do not normally stack with other skincare promotions unless stated. Membership benefits and credit cannot be converted into cash except where required by law.

12. Membership commitment, cancellation and credit

The minimum membership commitment is six monthly payments, clearly disclosed before sign-up. You may give notice during that period, but ordinary cancellation takes effect no earlier than completion of the six-payment minimum. After the minimum term, membership continues monthly until cancelled on 30 days' notice. We will confirm the effective end date and any final payment due. You may cancel by emailing info@bwmedaesthetics.co.uk or through any cancellation facility made available in Phorest. Nothing prevents earlier cancellation where you have a statutory right or we materially breach the agreement.

If a payment fails, we may suspend new bonus credit and member-only benefits pending resolution, after giving reasonable notice where practicable. We will not impose undisclosed penalties. On cancellation, unused eligible credit may be spent for 12 months from the membership end date. We distinguish paid credit from promotional bonus credit: any expiry or withdrawal of promotional credit must be transparent and fair, and paid balances or refunds will be handled in accordance with consumer law. We will not automatically confiscate paid-for credit where doing so would be unfair.

Membership payments and benefits may be varied for future periods only with appropriate advance notice and any cancellation rights required by law. Changes do not retrospectively reduce accrued paid credit or agreed contractual rights.

13. Online booking and cooling-off rights

Where you purchase a qualifying service, package or membership online, by telephone or away from the clinic, you may have a statutory 14-day cancellation right. We will provide the required information before purchase. If you expressly request that a service begins during a statutory cancellation period, you may be liable for a lawful proportionate charge for services actually supplied, where the relevant legal conditions are met. Any applicable exception will be explained. Statutory rights take precedence over our ordinary deposit and membership rules.

14. Clinical records, photographs and privacy

We keep clinical records, consent documentation and relevant treatment photographs for clinical care, safety, professional and legal purposes as described in our Privacy Policy. Clinical photography may form part of assessment and record-keeping. We will seek separate permission before using identifiable photographs, videos or testimonials for marketing; declining marketing consent does not prevent appropriate treatment.

15. Complaints, conduct and our responsibilities

Please raise concerns promptly with the clinic by email so we can investigate and respond. We may ask you to attend an appropriate review. We expect respectful conduct towards staff and other clients and may refuse non-emergency future appointments for abusive, threatening or unsafe behaviour, subject to existing obligations and fair treatment of prepaid sums.

We provide services with reasonable care and skill. Nothing in these terms excludes or limits liability for death or personal injury caused by negligence, fraud or any other liability that cannot lawfully be excluded, or your statutory rights under consumer law. These terms are governed by the law of England and Wales, subject to mandatory consumer protections.