

[www.toothfairyapp.co.uk](http://www.toothfairyapp.co.uk)  
Dentistry on-demand

toothfairy

2026



Consultations

Clinic Finder

24/7

Detect

Prescriptions

Prevent

The dentist will  
see you now.



Toothfairy™ is the leading dentist on-demand benefit.  
Experience round-the-clock dental care with our  
award-winning app anytime, anywhere.

# Multi-Award Winning Benefit



Championed by leading organisations:



Rated dental  
app



# #1

Recognised as the top-rated dental app by users

Total members covered:

# 1 million +

Members covered and mouths protected from dental disease and emergencies

Reviewed:



# 1400+

Excellent Reviews

Organisations:

# 2,000+

Supporting businesses with reliable and scalable dental care solutions



# A dentist for every need. Ready to assist.



### Emergencies

Fast relief with targeted anti-inflammatory treatment.



### Second Opinions

Targeted care for pain and impacted tooth issues



### Oral Cancer

Whitening guidance and habits to improve appearance.



### Care Plans

Support gum health with targeted treatment solutions.



### Advice

Reduce sensitivity with fluoride and care routines.



### Referrals

Quick relief and diagnosis for dental pain.

# Dentist Connect

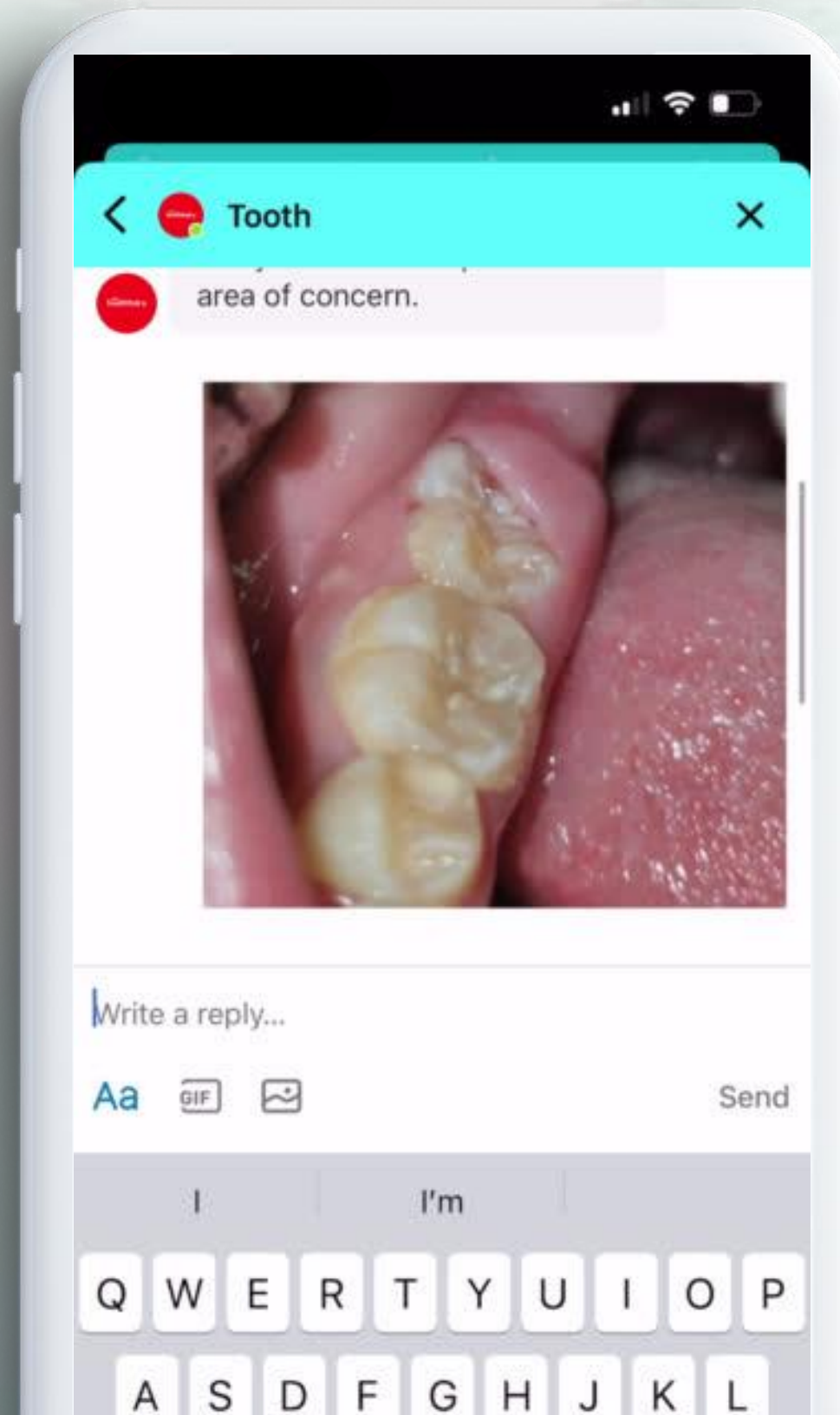
Patients can chat with a licensed UK dentist and get on-demand oral health advice and guidance, helping prevent more serious issues.

With same-day dental replies, we help reduce time off work, and sickness and absence.

Share images and symptoms remotely to receive a detailed, personalised diagnosis within 24 hours.



Unlimited and  
accessible  
7 days a week.



## Connect Features:



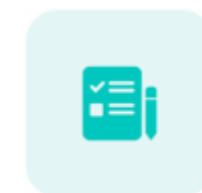
Patients can send images of their teeth, inflamed gums, dark areas like cavities or even white marks like oral cancer.



Dentists can send back personalised help, treatment plans, articles, and book review calls and schedule appointments.



Prescriptions and referrals can be arranged via Dentist Connect feature.



# Symptom Checker and Prescriptions



Smart Tech

Anywhere

24/7

Dentist Led



Simply chat via our app.



Remove any anxiety by getting the answer sooner.



Detect disease before it becomes painful.



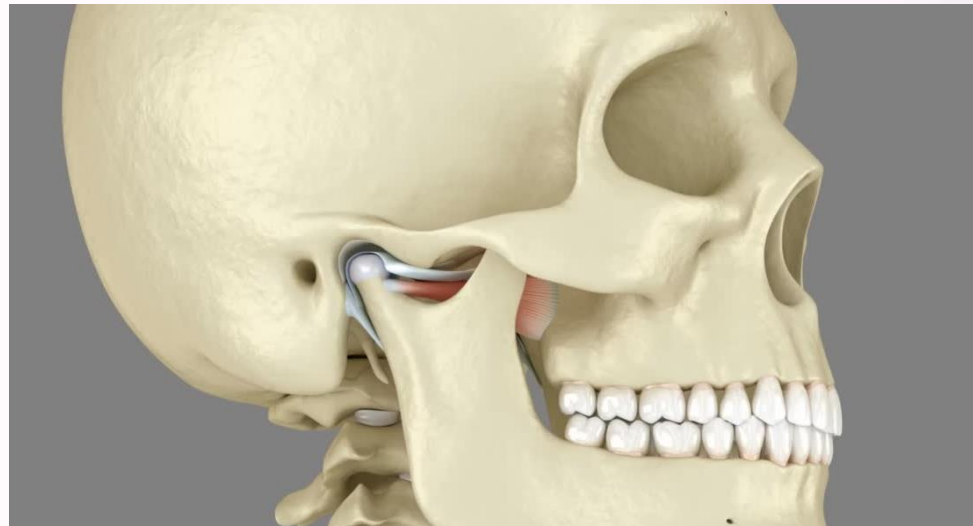
Personalised advice and guidance.



# Oral Health and Prevention



Oral health and knowledge library,  
to empower people to manage  
their own oral health



## Preventive Education

Access educational content and 3D videos to build  
healthy habits and prevent dental issues early.

Root Canals

Caries

Veneers

Crowns

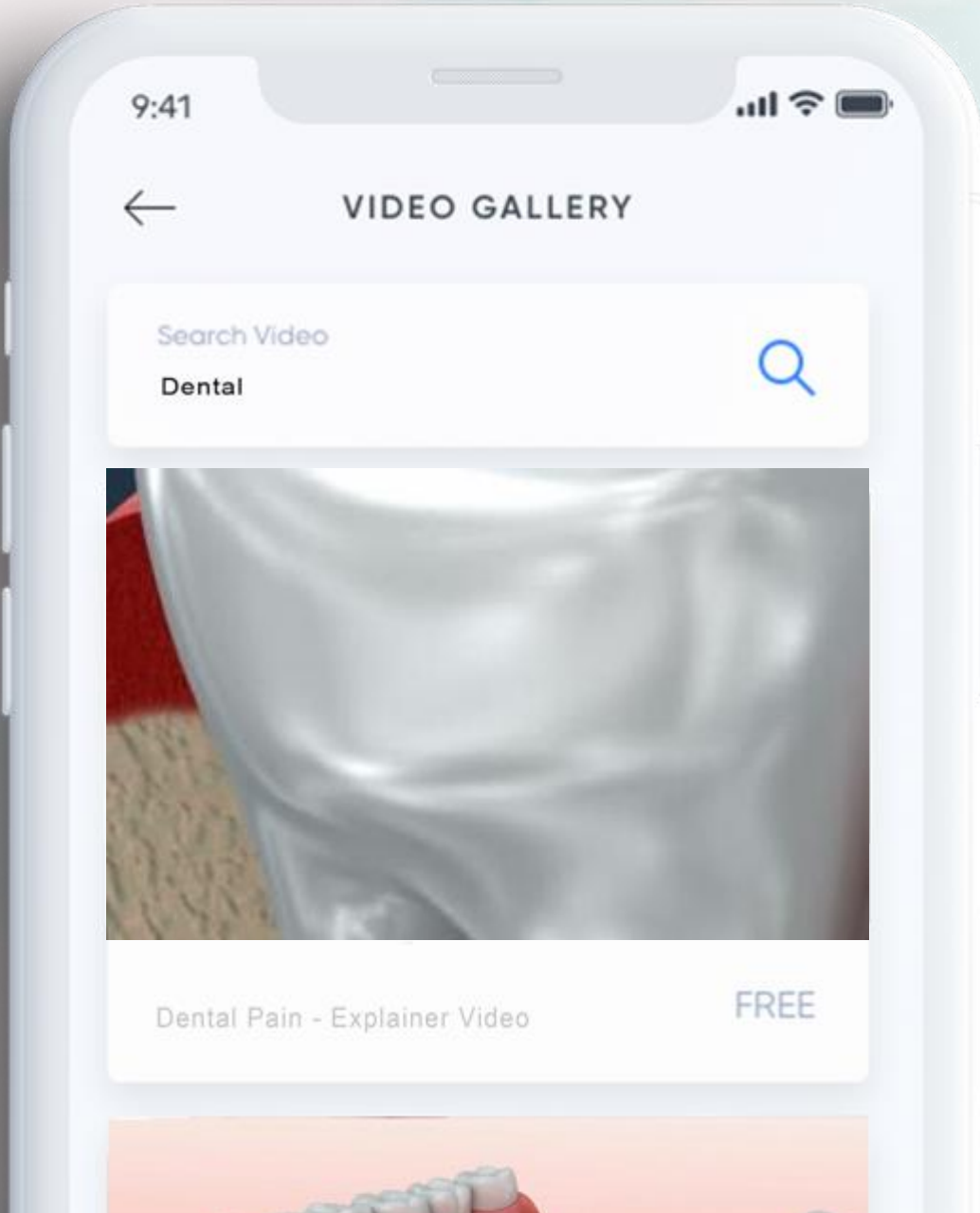
Post Extraction

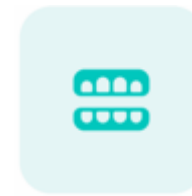


Learn topics such as how to prevent decay,  
clean better, or avoid dental issues,



Topical videos such as root canal  
explainers, or differences between veneers  
and crowns etc.





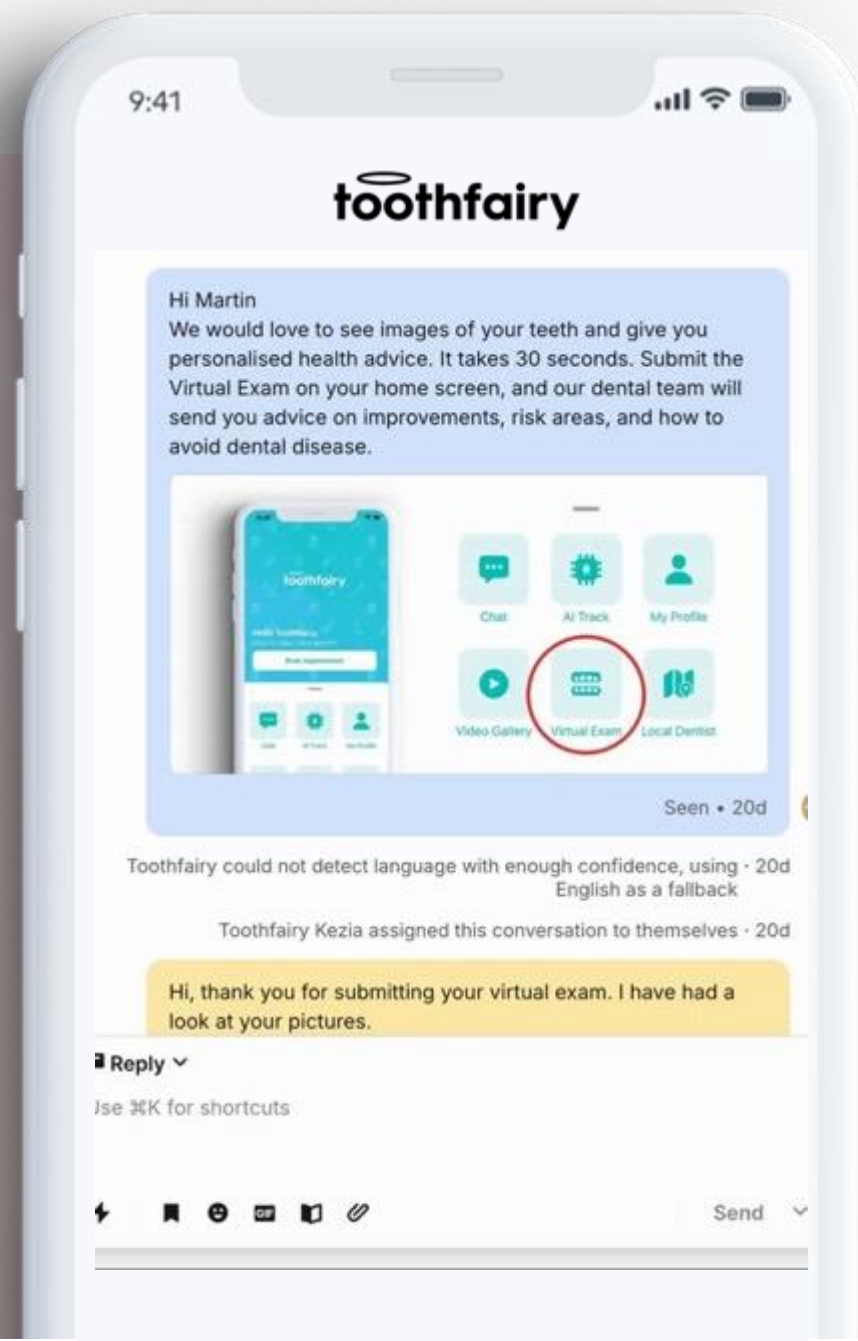
# Virtual Exam Dentist Reported



## High Utilisation

Detects: gum disease, trauma, grinding, decay, and more

Recognised as the top-rated dental feature



Gum Disease

Trauma

Decay

Grinding

Wisdom Teeth

## Virtual Exam

Upload images and get clear, personalised dental insights from licensed dentists.



Image-based diagnosis

Upload photos for accurate assessment



Reviewed by real humans

Personalised reports to identify issues



Fast, clear guidance

Get clear next-step recommendations





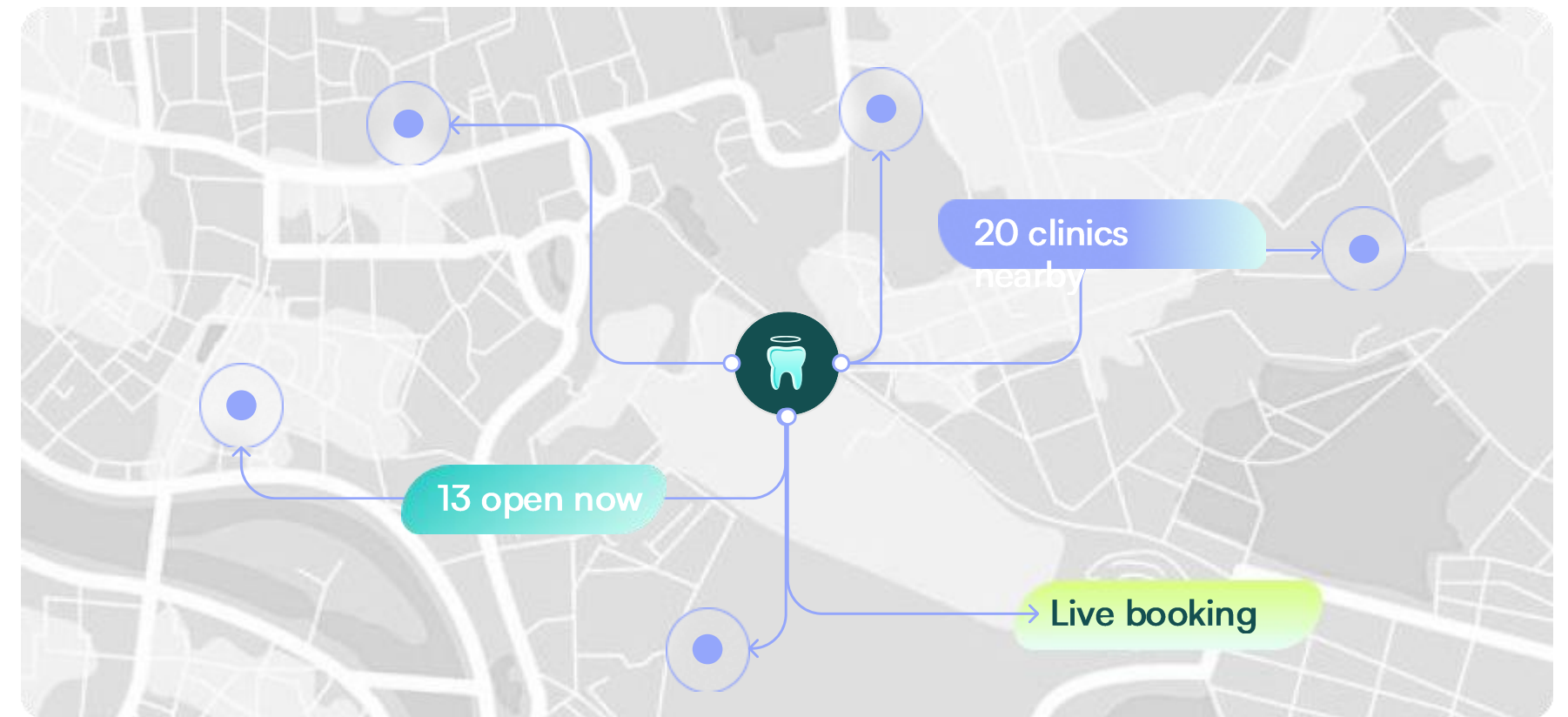
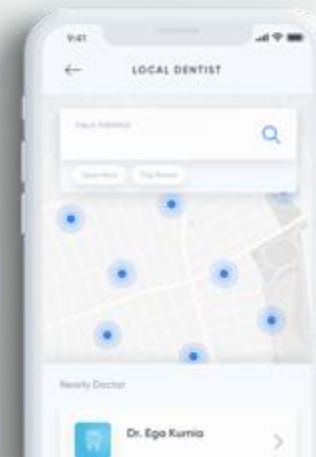
# Clinic Finder



Clinic access  
simplified

# 1000+

Clinics sourced nationally, we can help patients check availability, and choose suitable care



# Onsite office Dental Screening

## **One-to-one screening with a GDC-registered dentist**

Private, confidential assessment delivered on-site

## **Gum health screening**

Early identification of inflammation, bleeding, and signs of gum disease

## **Tooth decay check**

Detection of early-stage cavities before escalation

## **Tooth wear assessment**

Identification of grinding, erosion, and lifestyle-related damage

## **Oral cancer screening**

Soft tissue check for any abnormal changes requiring follow-up

## **Bite and jaw overview**

High-level assessment of alignment and potential TMJ issues

## **Sensitivity management advice**

Practical guidance to reduce discomfort and prevent worsening symptoms

## **Oral hygiene demonstrations**

Brushing and flossing technique coaching to correct habits in real time

## **Personalised oral health advice**

Tailored recommendations based on individual risk profile and behaviours

## **Preventative care guidance**

Clear actions to reduce future issues and avoid unnecessary treatment

## **Educational materials / take-home guidance**

Reinforces behaviour change beyond the session

## **Clear escalation pathway where needed**

Directed next steps into in-person care or treatment

## **Integrated digital follow-up via Toothfairy**

Ongoing access to Dentist on Demand for continued support, prescriptions, and care navigation

# A dentist for every need.

## Ready to assist.



### Swelling

Antibiotics



### Sensitivity

Fluoride prescription



### Wisdom Teeth

Diagnose & prescribe



### Recession

Correct technique & fluoride therapy



### Stained Teeth

Cleaning aids / smoking cessation



### Pain

Diagnosis & high strength painkillers



### Screening

Gum disease, recession, cavities



### General Advice

Treatment planning & diagnosis



### Emergencies

Painkillers, antibiotics, anti-septics



### Bleeding Gums

Cleaning aids / oral health knowledge



### Grinding / Stress

Custom made stress guard & monitoring



### Second Opinions

Treatment advice, costs & alternative treatments





# Toolkit's connecting the body to the mouth



Toolkits help users live healthier through quizzes, surveys, polls, and more. They're interactive, educational, and keep the app engaging and relevant.



Anxiety



Menopause



Stress



Smoking



Pregnancy



Diabetes



Oral Cancer



Nutrition



Medication



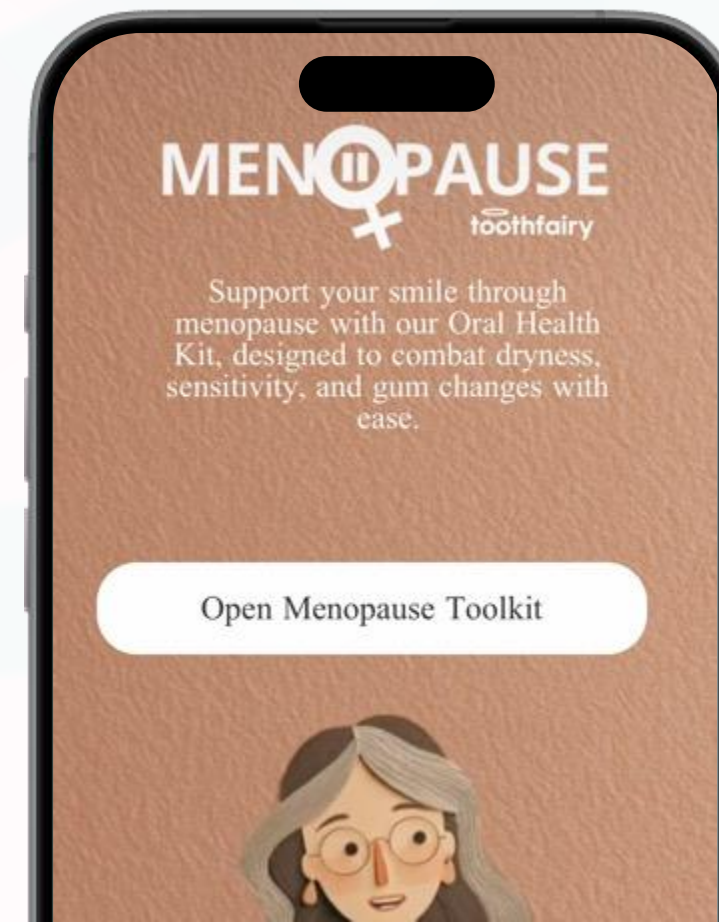
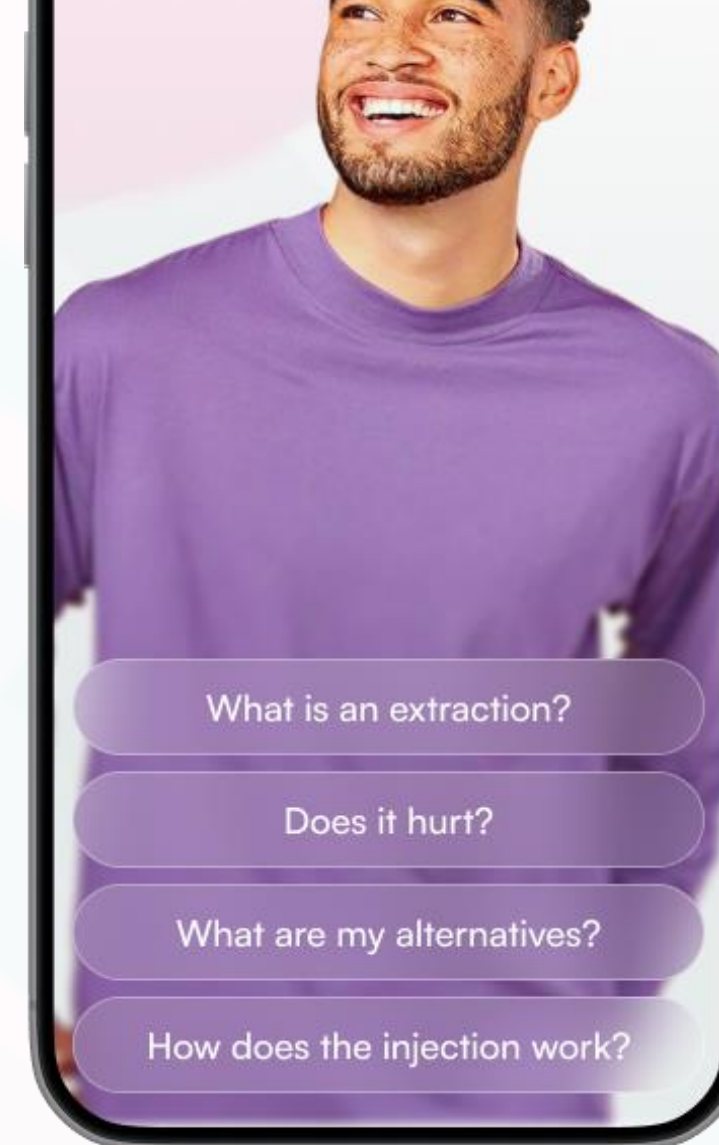
Bulimia



Cardiovascular



Osteoporosis

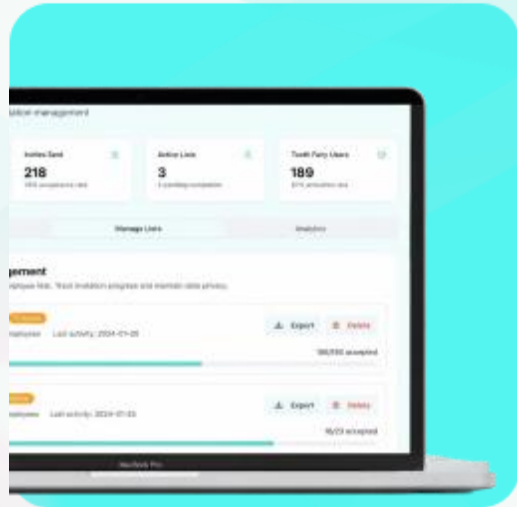


# Scale Onboarding With Full Control



## Upload and invite

Upload employee lists and send invites quickly and securely



## Track progress

Monitor onboarding status with real-time insights and updates

Completion rate

87%

+320 users



## Manage and protect

Control employee data with GDPR compliance and full security



Secure platform



Full control



Real-time insights



# Dental Care Delivered Safely, securely & effectively.

We've got the awards to prove it!

## Fully Health Regulated Platform

CQC regulated,  
ISO 27001 & 9001  
certified, GDC  
licensed, Cyber  
Essentials certified,  
HIPAA compliant

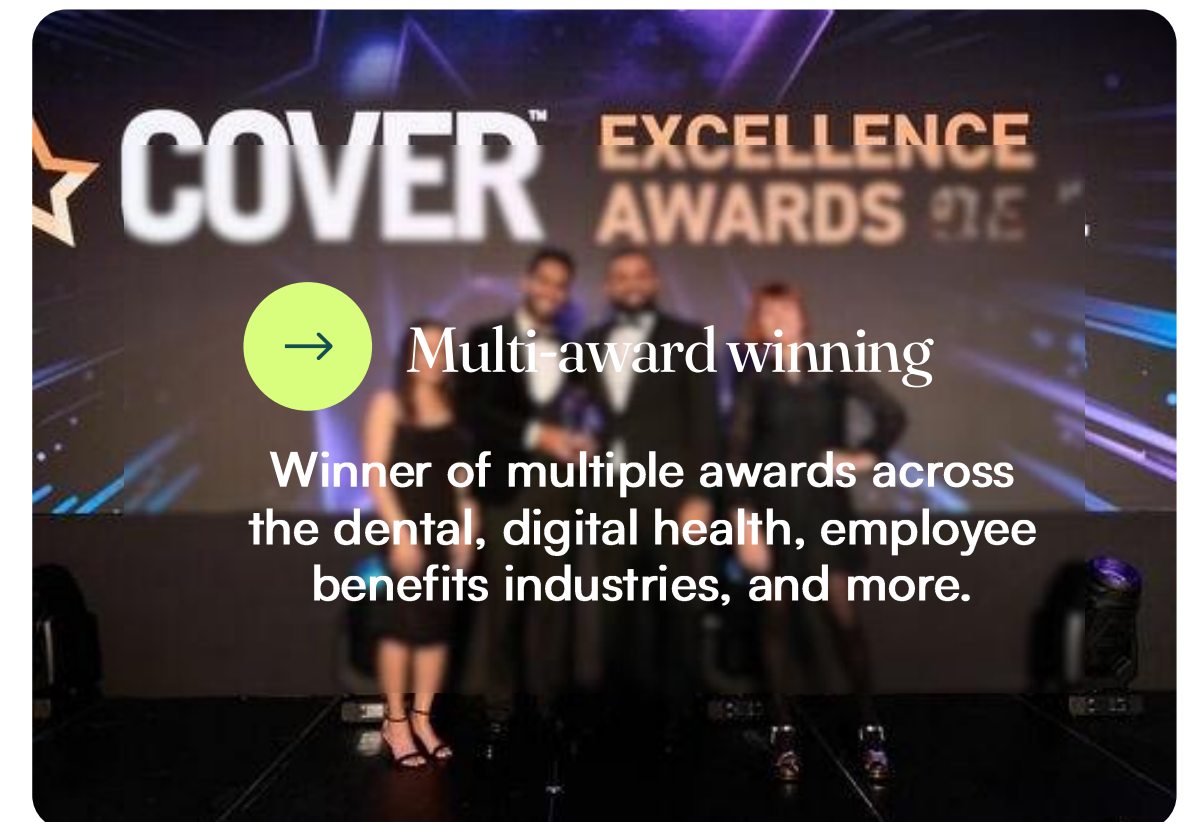


## Patented Technology

Monitor onboarding status with  
real-time insights and updates

Patented in over:

22+ Countries



→ Multi-award winning

Winner of multiple awards across  
the dental, digital health, employee  
benefits industries, and more.

Secure platform

Full control

Real-time insights

# Market Feedback



Sainsbury's



McAfee

Huel

NHS

LAVAZZA

Jet2



BOEING

Boots

Nando's



**Christopher Bow**  
Benefits Manager, SSE

“With many dental practices closing or not taking on additional patients, Toothfairy is a fantastic benefit to allow our staff access to emergency dental treatment which has prevented lengthy time off work due to dental problems.”



**Debbie Fennel**  
Senior Benefits Manager, DHL

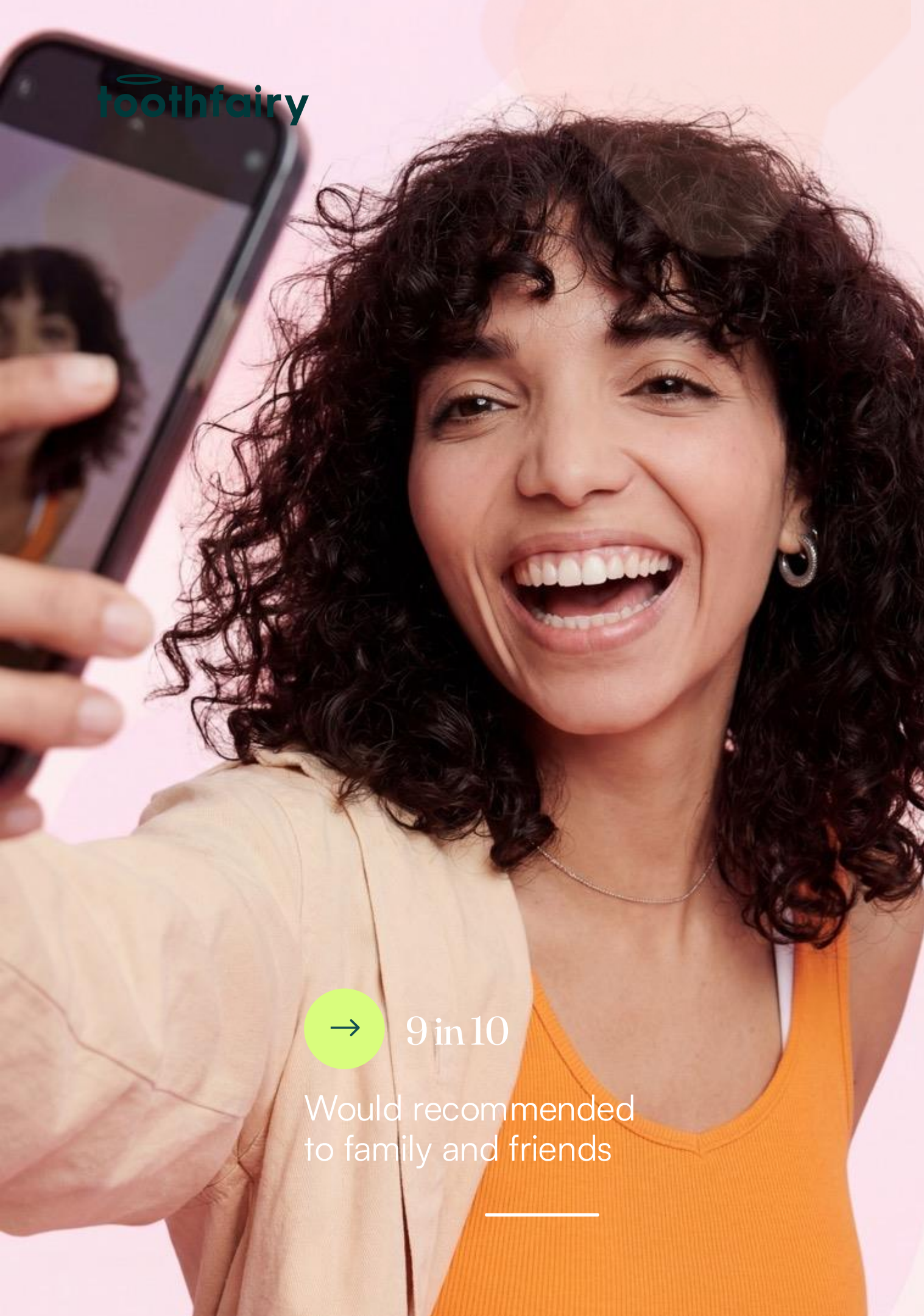
“Engagement in our dental benefit of Toothfairy is growing as both lengthy NHS waiting lists and employee worries about access to dentists have increased, and this benefit is helping to alleviate concerns, give access to dental advice and prevent time off work”



**Julie Hughes**  
Senior HR, Jet 2

“We’re committed to supporting our colleagues’ health and wellbeing. That’s why we provide access to Toothfairy, so colleagues can get advice and support quickly to help them maintain and improve their oral health. Feedback from our colleagues has been fantastic, and engagement with the benefit continues to grow.”





→ 9 in 10

Would recommended  
to family and friends

# User Feedback



Feel more confident in managing  
their oral health using Toothfairy



Feel the app can help them  
detect dental disease earlier



Would recommend the app to a  
friend or colleague



Of clients and partners see us as a  
good wellbeing benefit



# Choose your perfect plan



**LIMITED OFFER —**  
Free service upgrade from Pro to Enterprise  
for contracts signed before **30<sup>th</sup> June.**

Launch by 31<sup>st</sup> January 2027.

|                                |  Core |  Pro |  Enterprise |
|--------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Live dentist connect           | ✓                                                                                        | ✓                                                                                       | ✓                                                                                              |
| Virtual examinations           | Self-funded                                                                              | 2 per year                                                                              | Unlimited                                                                                      |
| Personalised prevention plans  | ✓                                                                                        | ✓                                                                                       | ✓                                                                                              |
| Remote monitoring              | ✓                                                                                        | ✓                                                                                       | ✓                                                                                              |
| Clinic finder                  | ✓                                                                                        | ✓                                                                                       | ✓                                                                                              |
| In-app toolkits & halos        | ✓                                                                                        | ✓                                                                                       | Custom                                                                                         |
| Dental library                 | ✓                                                                                        | ✓                                                                                       | ✓                                                                                              |
| Cosmetic discount              | 10%                                                                                      | 10%                                                                                     | 15%                                                                                            |
| AI symptom checker             | -                                                                                        | ✓                                                                                       | ✓                                                                                              |
| Private prescriptions          | Self-funded                                                                              | 1 per adult                                                                             | Unlimited                                                                                      |
| Adult partner access           | -                                                                                        | 1 adult                                                                                 | Extended (<3 adults)                                                                           |
| Onsite dental screening        | £2,000 per visit                                                                         | £2,000 per visit                                                                        | 2 site visits                                                                                  |
| Launch toolkit                 | Digital-first                                                                            | Digital-first                                                                           | Digital-first                                                                                  |
| Launch webinars                | ✓                                                                                        | ✓                                                                                       | ✓                                                                                              |
| Seasonal webinars              | -                                                                                        | ✓                                                                                       | ✓                                                                                              |
| Preventative campaigns         | -                                                                                        | Quarterly                                                                               | Custom                                                                                         |
| HR Hub (Comms and Analytics)   | -                                                                                        | -                                                                                       | ✓                                                                                              |
| Named lead dentist             | -                                                                                        | -                                                                                       | ✓                                                                                              |
| Enterprise account lead        | -                                                                                        | -                                                                                       | ✓                                                                                              |
| Priority clinical SLAs         | -                                                                                        | -                                                                                       | ✓                                                                                              |
| Benefits integration           | -                                                                                        | -                                                                                       | ✓                                                                                              |
| Executive health & risk report | -                                                                                        | -                                                                                       | Quarterly                                                                                      |



# Thank you for reading!



Book an intro meeting with Toothfairy to see how we can help your organisation improve dental access and build benefits for a modern workforce.



<https://toothfairyapp.co.uk/contact-us/>



[benefits@toothfairyapp.co.uk](mailto:benefits@toothfairyapp.co.uk)

