BRIGHTWATER DENTAL & AESTHETICS · LEEDS

Your ads, checked and *ready to fix.*

A review of 10 live Google ads, Meta ads and landing pages against the ASA's CAP Code, FCA rules on credit adverts and GDC guidance, with every fix written for you.

10	3	2	9
ADS AND PAGES CHECKED	HIGH RISK	PAGES LOSING CLICKS	REWRITES READY TO PASTE

THE SHORT VERSION

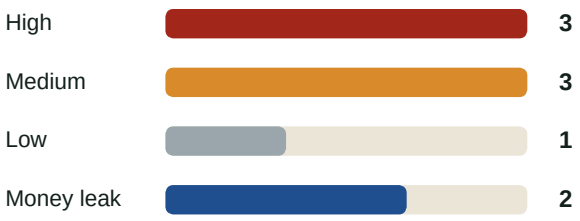
Three ads need to change *this week.*

OVERALL

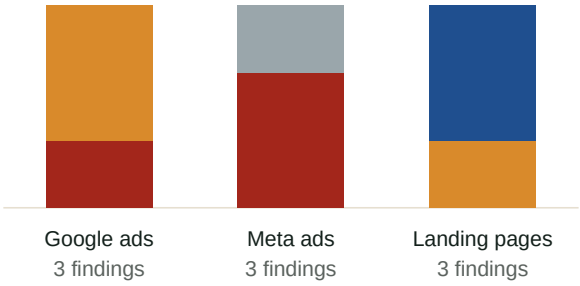
High risk

Your Meta anti-wrinkle ad names a prescription-only medicine. Your Invisalign ad and page quote a monthly price without the finance details the FCA requires. Your whitening carousel promises results nobody can promise for every patient. Two Google ads are also sending paid clicks to pages that don't work. All of it can be fixed in an afternoon, and every rewrite is in this report.

FINDINGS BY RISK LEVEL



WHERE THE ISSUES ARE



10 ADS AND PAGES CHECKED

G1 G2 G3 G4 ✓ M1 M2 M3 P1 P2 P3

G = Google ad, M = Meta ad, P = landing page. Each tile shows its most serious finding.

FIX THESE THREE FIRST

1. Pause the anti-wrinkle ad today and relaunch it as a consultation ad. Page 5
2. Add the finance example and credit broker line to the Invisalign ad and page. Page 6
3. Point the implant and whitening ads at pages that work. Page 9

Every live ad, and the page *it sends people to.*

Captured on 21 October 2026 from the Google Ads Transparency Centre, the Meta Ad Library and your website. Landing results refer only to the destinations we opened; other pages are Not checked.

G1 · GOOGLE SEARCH — High

Sponsored · brightwaterdental.co.uk/invisalign

Invisalign Leeds | From £39 a Month | Free Consultation

Monthly price, no finance details. Goes to P1.

G2 · GOOGLE SEARCH — Medium

Sponsored · brightwaterdental.co.uk/dental-implants

Dental Implants Leeds | Only £1,995 | Same Day Implants

Price and "same day" need context. Goes to P2, which is broken.

G3 · GOOGLE SEARCH — Medium

Sponsored · brightwaterdental.co.uk/teeth-whitening

Teeth Whitening Leeds | Up to 8 Shades Whiter in 1 Hour

Shade claim needs evidence. Goes to P3, which redirects.

G4 · GOOGLE SEARCH — Passed

Sponsored · brightwaterdental.co.uk

Brightwater Dental Leeds | Family & Cosmetic Dentist

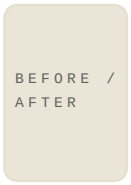
Clear, accurate, goes to the homepage. No changes needed.



M1 · META FEED — High

"Botox from £149. Smooth away lines in 10 minutes. Book now!"

Names a prescription-only medicine with a price.



M2 · META CAROUSEL — High

"Whiter teeth, guaranteed. Book your whitening this month."

"Guaranteed" and pain claims, unlabelled before/after.



M3 · META LEAD AD — Low

"Your perfect smile in one day. No drilling."

Needs a suitability line.

P1 · /INVISALIGN — Medium

Leeds' best Invisalign provider. Clear aligners, real results. From £39 a month*

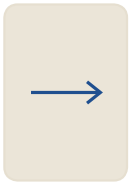
"Best" claim, and the finance gap from G1.



P2 · /DENTAL-IMPLANTS — Money leak

Page not found

G2's paid clicks land here.



P3 · /TEETH-WHITENING — Money leak

Redirects to the homepage.

G3's paid clicks never see whitening.

Everything we found, *on one page.*

Sorted by risk. Forward this page to whoever runs your ads: each row says what to change and where the full rewrite is.

#	ASSET	WHAT IT SAYS	RULE	RISK	THE FIX	PG
F1	M1	"Botox from £149. Smooth away lines in 10 minutes."	CAP Code 12.12, prescription-only medicines	High	Pause today. Relaunch as a consultation ad.	5
F2	G1, P1	"From £39 a month" with no finance details.	FCA CONC 3.5 and 3.7, credit adverts	High	Add the representative example and credit broker line.	6
F3	M2	"Whiter teeth, guaranteed."	Rules: CAP Code 12.9, 3.1, 3.7, 3.11 and 12.1; GDC guidance on advertising.	High	Drop "guaranteed" and "pain-free". Label the before/after.	7
F4	G3	"Up to 8 Shades Whiter in 1 Hour"	Rules: CAP Code 3.7, 3.11 and 12.1.	Medium	Keep only if you hold the evidence. Otherwise soften.	8
F5	G2	"Only £1,995 | Same Day Implants"	Rules: CAP Code 3.17, 3.18, 3.19, 3.22 and 3.1.	Medium	Say what the price includes and who is suitable.	8
F6	P1	"Leeds' best Invisalign provider."	CAP Code 3.7, comparative claims	Medium	Swap for a fact you can prove.	8
F7	M3	"Your perfect smile in one day. No drilling."	CAP Code 3.1, misleading by implication	Low	Add a short suitability line.	8
F8	G2, P2	Implant ad sends clicks to a "Page not found".	Not a rule: wasted spend	Money leak	Point the ad at a working implants page.	9
F9	G3, P3	Whitening page redirects to the homepage.	Not a rule: wasted spend	Money leak	Restore the page, or point the ad elsewhere.	9

High: likely to be upheld if someone complains. Fix now. **Medium**: open to challenge. Fix this month.

Low: tidy up when you next edit. **Money leak**: costing you clicks now.

F1 · M1 · META FEED AD **High risk**

Advertise the consultation, *not the medicine.*

AS IT RUNS NOW

Brightwater Dental & Aesthetics
Sponsored

Botox from £149. Smooth away lines in 10 minutes. Book now!

IMAGE: SYRINGE BEING HELD TO A PATIENT'S FOREHEAD

BRIGHTWATERDENTAL.CO.UK
Botox Leeds | £149
Book now

Captured from the Meta Ad Library, 21 October 2026. Active since 3 October.

REWRITTEN, READY TO USE

Brightwater Dental & Aesthetics
Sponsored

Thinking about lines and wrinkles? Book a consultation with our prescriber to talk through your options, what's suitable for you and what it costs.

IMAGE: CLINICIAN TALKING WITH A PATIENT. NO NEEDLES OR VIALS

BRIGHTWATERDENTAL.CO.UK
Skin consultation, Leeds
Book now

Same budget and audience. Only the words and image change.

WHY IT'S A PROBLEM

Botox is a prescription-only medicine. In the UK you can't advertise one to the public, and that includes naming it next to a price. It's one of the most common reasons the ASA rules against aesthetics clinics, and it can pass cases to the MHRA.

THE RULE

CAP Code rule 12.12: prescription-only medicines must not be advertised to the public. The same ban sits in the Human Medicines Regulations 2012. Swapping in "anti-wrinkle injections" with a price doesn't get round it. (Rules: CAP Code 12.12; Human Medicines Regulations 2012, regulation 284.)

WHERE TO CHANGE IT

Meta Ads Manager: the "Botox October" ad set, primary text, headline and image. Check your Instagram bio and the treatment page on your site for the same wording.

Today Pause this ad, then publish the rewrite as a new ad so its approval history starts clean.

F2 · G1 AND P1 · GOOGLE AD AND INVISALIGN PAGE **High risk**

A monthly price needs *the full finance example.*

THE AD

Brightwater Dental
Sponsored · brightwaterdental.co.uk/invisalign
Invisalign Leeds | From £39 a Month | Free Consultation
Straighten your teeth with Invisalign. 0% deposit options. Book your free consultation today.

THE PAGE IT LANDS ON

BRIGHTWATERDENTAL.CO.UK/INVISALIGN

Invisalign in Leeds

Leeds' best Invisalign provider. Clear aligners, real results.

From £39 a month*

*Terms and conditions apply.

Captured 21 October 2026. No representative example on the ad or the page, and no mention of the practice being a credit broker.

REWRITTEN, READY TO USE

Google ad
Sponsored
Invisalign Leeds | Spread the Cost | Free Consultation
Clear aligners with a full price and finance options explained before you commit. Book your free consultation.

The monthly figure moves off the ad: there isn't room for the details that must sit beside it. The page carries them instead.

Invisalign page: finance box

From £39.19 a month. Representative 7.9% APR.

Cash price	£2,450
Deposit	£500
Total amount of credit	£1,950
Repayments	60 monthly payments of £39.19
Interest rate	7.63% a year, fixed
Total amount payable	£2,851.40

Brightwater Dental & Aesthetics Ltd is a credit broker, not a lender. Finance is provided by Kestrel Finance, subject to status. We may receive a commission.

Figures are illustrative. Use the exact numbers your finance provider gives you.

WHY IT'S A PROBLEM

A monthly payment in an ad is a credit advert. Once it's there, the full example has to be shown too, more prominently than the monthly figure. "Terms apply" isn't enough.

THE RULE

FCA Consumer Credit sourcebook, CONC 3.5 (when a representative example is needed and what it contains) and CONC 3.7 (saying you're a credit broker). (Rules: FCA CONC 3.5.3R, 3.5.5R and 3.7.3R.)

WHERE TO CHANGE IT

Google Ads: "Invisalign" campaign, responsive search ad, headlines 2 and 3 and description 1. Website: the price box on /invisalign.

F3 · M2 · META CAROUSEL AD **High risk**

Sell the result *without promising it.*

AS IT RUNS NOW · 3 CARDS

B **Brightwater Dental & Aesthetics**
Sponsored

Whiter teeth, guaranteed. Book your whitening this month.

BEFORE / AFTER	SMILING PATIENT	CLINIC ROOM
Guaranteed results	100% pain-free	Results in one visit

Captured from the Meta Ad Library, 21 October 2026.

REWRITTEN, READY TO USE

B **Brightwater Dental & Aesthetics**
Sponsored

Thinking about whitening? Your dentist checks your teeth first and tells you honestly what shade to expect.

BEFORE / AFTER	SMILING PATIENT	CLINIC ROOM
A brighter smile, planned with you Real patient. Results vary. Unedited, same lighting.	**Sensitivity checked before we start**	**In-clinic session, then home trays to finish**

WHY IT'S A PROBLEM

Nobody can promise a shade for every patient, and "100% pain-free" can't be backed up when some patients feel sensitivity. Before-and-after photos must be genuine, unedited and typical, and say so.

THE RULE

Rules: CAP Code 12.9, 3.1, 3.7, 3.11 and 12.1; GDC guidance on advertising.

WHERE TO CHANGE IT

Meta Ads Manager: "Whitening Autumn" ad, primary text and the three card headlines. Add the label to the before-and-after image itself.

KEEP

The before-and-after is your strongest asset. You don't need to lose it, only label it. Patients trust a photo that says it's real more than one that looks too good.

Four smaller fixes, *a few words each.*

None of these is urgent on its own, but each is the kind of line a complaint picks up. Change them next time you're in the account.

F4 · G3 GOOGLE **Medium**

Teeth Whitening Leeds | Up to 8 Shades Whiter in 1 Hour
brightwaterdental.co.uk/teeth-whitening

A specific number needs evidence that most patients get close to it. "Up to" doesn't cover it. Rules: CAP Code 3.7, 3.11 and 12.1.

USE INSTEAD

Teeth Whitening Leeds | Planned by Your Dentist | Free Consultation

Keep the shade claim only if your whitening system's data backs it for typical patients.

F5 · G2 GOOGLE **Medium**

Dental Implants Leeds | Only £1,995 | Same Day Implants
brightwaterdental.co.uk/dental-implants

"Only" means that's what patients pay, so it must include the assessment and scans most people need. Same-day implants aren't suitable for everyone. Rules: CAP Code 3.17, 3.18, 3.19, 3.22 and 3.1.

USE INSTEAD

Dental Implants Leeds | Implant and Crown from £1,995 | Free Consultation

Same-day implants where suitable. Your full price is confirmed at your assessment.

F6 · P1 WEBSITE **Medium**

Invisalign in Leeds
Leeds' best Invisalign provider. Clear aligners, real results.
From £39 a month*
*Terms and conditions apply.

"Best" compares you with every other provider in Leeds, and you'd need evidence to prove it. Rules: CAP Code 3.1 and 3.7.

USE INSTEAD

Invisalign in Leeds since 2015, with a dentist-led plan for every patient.

A fact you can prove reads as more confident than a superlative.

F7 · M3 META **Low**

Your perfect smile in one day. No drilling.

Reads as a promise to everyone who books. A suitability line fixes it without losing the hook. Rules: CAP Code 3.1 and 3.7.

USE INSTEAD

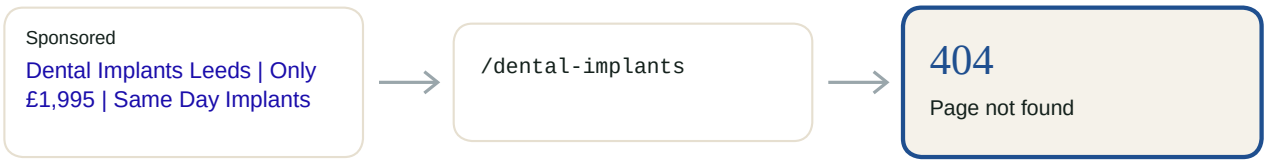
A new smile in one visit for many patients. Composite bonding, usually with no drilling. We'll check it's right for you.

F8 AND F9 · LANDING PAGES **Money leak**

You're paying for clicks *that go nowhere.*

We followed every ad to the page it opens. Two of your ads send people to pages that don't show what they clicked for. Every one of those clicks has been paid for.

F8 · G2 AD



What happens: someone searching for implants clicks your ad, you pay for the click, and they see an error page. Most will go back and click the next practice.

The fix: in Google Ads, change the final URL to your working implants page. Then set up a redirect from the old address, so links elsewhere stop breaking too.

F9 · G3 AD



What happens: the whitening page was removed or renamed, so clicks land on your homepage and have to hunt for whitening.

The fix: bring the whitening page back, or point the ad at the page that replaced it. Then the ad, the page and the offer all match.

WHERE EVERY AD LANDS

AD	SENDS TO	WHAT LOADS	RESULT
G1	/invisalign	Invisalign page	**Works**
G2	/dental-implants	Page not found	**Broken**
G3	/teeth-whitening	Homepage	**Wrong page**
G4	Homepage	Homepage	**Works**
M1	/aesthetics	Aesthetics page	**Works**
M2	/whitening-offer	Whitening offer page	**Works**
M3	Meta lead form	Form inside Facebook	**Works**

What's working, and *your week ahead.*

WHAT PASSED

- **G4, your brand ad.** Clear, accurate and it goes to the right page. Leave it as it is.
- **Free consultations** are offered clearly in every ad. That's your strongest hook, and it's fine as written.
- **Five of seven ads land on the right page,** and your Meta lead form works.

FIX IT IN THIS ORDER

Today

Pause the anti-wrinkle ad (F1).

Take the monthly price off the Invisalign ad (F2).

ABOUT 20 MINUTES

This week

Publish the consultation ad and the new whitening carousel (F1, F3).

Fix the two broken landing pages (F8, F9).

Add the finance box to /invisalign (F2).

ABOUT 2 HOURS

This month

Swap in the four smaller rewrites when you next edit the ads (F4 to F7).

ABOUT 30 MINUTES

IF AN AGENCY RUNS YOUR ADS · COPY AND SEND

Hi, we've had our ads checked against the ASA and FCA rules. The report is attached. Could you make the changes on the "Today" list straight away, and the rest this week? Every rewrite is in the report, ready to paste, and page 4 lists exactly where each change goes. Thanks.

Keep it this way

New ads go live every few weeks. With ongoing checks we look at anything new or changed and send you the fixes, from £245 every 4 weeks. No contract.

above-board.co.uk/pricing

How this check *was done.*

WHAT WE LOOKED AT

10 items included in this report. Captured on 21 October 2026 from the Google Ads Transparency Centre, the Meta Ad Library and your website. Landing results refer only to the destinations we opened; other pages are Not checked.

WHAT WE CHECKED AGAINST

The UK Code of Non-broadcast Advertising (CAP Code), especially sections 3 and 12. FCA consumer credit rules (CONC 3). GDC guidance on advertising. The Human Medicines Regulations 2012 on prescription-only medicines.

HOW RISK IS RATED

High: the kind of wording the ASA has upheld complaints about before. Medium: open to challenge, depending on your evidence. Low: worth tidying. Money leak: not a rule, but costing you clicks.

WHAT THIS REPORT ISN'T

It isn't legal advice, a regulator's opinion or ASA clearance, and no outcome is guaranteed. You decide what to publish. Clinical claims, prices and finance figures need confirming against your own records.

REVIEWED BY

Dan Whitehouse

20+ years in paid search and social, including regulated health and finance brands

CHECKED

21 October 2026

Ads change. This report covers what was live on that date.

QUESTIONS

hello@above-board.co.uk

Reply with any question about a finding and you'll get an answer in writing.

Ads checked by Aboveboard

Once your fixes are live, you can add the Aboveboard badge to your website. It links to a page showing the date of your check. Your badge code comes with this report.

Aboveboard is a trading name of Greenhow Global Ltd, registered in England and Wales, company number 15211395. This is a sample report: the practice, ads, pages and figures are fictional and were written to show the format.