

dew theory

S K I N — C A R E

Booking, Cancellation & No-Show Policy

Legal Policy

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EFFECTIVE DATE · UPON APPROVAL AND PUBLICATION

LAST UPDATED · AUGUST 15, 2026

DEWTHEORYCO.COM

ATTORNEY REVIEW DRAFT
BLOCKED PENDING PO SERVICE TERMS AND LICENSING

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STATUS
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Current-state warning. The public Services page labels the menu a working draft, states that deposits and cancellation terms are not set, and the public booking flow uses mock availability until production calendar credentials are connected. This Policy must not be activated as binding terms until the provider/facility licensing and the commercial fields below are verified.

1. Scope

This Policy governs in-studio aesthetic appointments and virtual skincare consultations booked directly with Dew Theory once those services are lawfully and operationally available. Treatment-specific risks and permissions are addressed in the Aesthetic Treatment Informed Consent and, for virtual services, the Virtual Consultation Terms & Informed Consent.

2. Appointment requests and confirmation

Submitting a requested date or time does not create a confirmed appointment until Dew Theory's production booking system issues confirmation. The current public schedule is a development/mock adapter and should remain non-transactional until connected to the approved production calendar and payment configuration.

Dew Theory may require complete intake information, age/guardian verification, a deposit, valid payment authorization, or a signed treatment consent before an appointment is considered confirmed, but only after those requirements are disclosed during booking.

3. Service menu, duration and pricing

The service descriptions, durations and prices currently displayed on the public Services page are expressly identified as a working draft. **[BUSINESS DECISION REQUIRED: approve the final service menu, durations, pricing, taxable treatment if any, and included add-ons before paid booking is enabled.]**

A treatment may be modified, postponed or declined after screening when a contraindication, lawful scope limitation, client safety issue, product availability issue, or other material condition makes the requested service unsuitable.

4. Deposits and payment

[BUSINESS DECISION REQUIRED: deposit amount or percentage, whether it is refundable or transferable, when it is collected, how it is applied to the final service price, and treatment of payment authorization.]

Any card-on-file or deposit authorization must be conspicuously disclosed before the consumer submits payment. Dew Theory should not characterize a deposit as nonrefundable unless that treatment is lawful, commercially approved, and clearly disclosed.

5. Cancellation and rescheduling by the client

[BUSINESS DECISION REQUIRED: cancellation/rescheduling window stated in hours or calendar days; method by which timely notice must be given; treatment of deposit or fee after timely cancellation.]

The system should record the booking-policy version, deadline calculated for the specific appointment, notice timestamp, and any resulting fee. Material fee terms should appear next to the booking assent, not only in a distant footer link.

6. Late cancellations

[BUSINESS DECISION REQUIRED: late-cancellation fee or deposit forfeiture, calculation method, exceptions, and maximum charge.] A late-cancellation charge should never exceed what is disclosed and authorized and should be applied consistently, subject to applicable consumer-protection law.

7. No-shows

[BUSINESS DECISION REQUIRED: no-show definition, charge/deposit treatment, repeat no-show policy, and any rebooking conditions.] Dew Theory should preserve evidence of the confirmed appointment, disclosed policy, assent, reminder delivery where used, and the fact of nonattendance.

8. Late arrival and shortened appointments

[BUSINESS DECISION REQUIRED: grace period, whether an appointment may be shortened, whether full price remains due, and when the provider may reschedule to avoid delaying later clients.] A shortened service should never omit a safety-critical step merely to preserve the original end time.

9. Provider cancellation, delay or unavailability

If Dew Theory must cancel an appointment, it should offer rescheduling and should refund any deposit or prepaid amount that cannot lawfully or fairly be retained for a service Dew Theory did not provide. Dew Theory may change the assigned provider only if the replacement is appropriately licensed/qualified and the client is informed where material.

10. Illness, communicable conditions and emergencies

Clients should contact Dew Theory when illness, active infection, a significant skin flare, or another condition may make treatment unsafe or inappropriate. Dew Theory may postpone or decline a service where reasonably necessary for safety or lawful practice. Emergency symptoms are outside Dew Theory's scope and should be directed to emergency medical services.

[BUSINESS DECISION REQUIRED: whether and how documented illness or emergency exceptions modify the ordinary late-cancellation/no-show rule.]

11. Contraindications and treatment suitability

Booking does not guarantee treatment. Before performing a service, Dew Theory may review medications, prescription skincare, recent procedures, allergies/sensitivities, active lesions or infections, sun exposure, pregnancy-related considerations where relevant, and other contraindication information appropriate to the service. The provider must stay within the verified state scope of practice and facility rules.

12. Virtual consultation technology issues

Virtual consultations are currently described as occurring by Zoom. **[TO CONFIRM: production video provider, consultation price, geographic availability, and cancellation/refund handling.]** If a material technology failure prevents the consultation, Dew Theory should make a reasonable attempt to reconnect or reschedule. A consumer should not be charged a no-show fee for a verified platform failure attributable to Dew Theory.

13. Inappropriate or unsafe conduct

Dew Theory may end or refuse an appointment for harassment, threatening conduct, intoxication, unsafe behavior, request for services outside lawful scope, or other conduct that materially interferes with safe professional service. Any fee or refund consequence should be documented and consistent with law and the circumstances.

14. Minors

No minor service should be enabled until Dew Theory approves minimum ages and treatment-specific restrictions based on the actual operating state's law and board rules. When required, a parent or legal guardian must complete the Minor Client Parent/Guardian Consent and any treatment-specific consent.

15. Assent and records

Recommended booking checkbox:

I have read and agree to the Dew Theory Booking, Cancellation & No-Show Policy and acknowledge the Aesthetic Services & Skincare Disclaimer. I understand that treatment is subject to provider screening, lawful scope of practice and any required treatment consent.

Dew Theory should store the policy/consent version, content hash, appointment ID, customer identity, checkbox state, timestamp and reasonable technical evidence of assent.

16. Contact

Booking support: **[BUSINESS DECISION REQUIRED: monitored scheduling/support email and telephone number, if offered.]**