



15<sup>th</sup> April, 2024

To our valued customers,

**Subject: Notification of Labelling Error in Anitone Product**

We are writing to inform you of a labelling error that has come to our attention regarding our product Anitone.

Upon investigation and thorough internal review, it has been identified that our Anitone product has been subject to a labelling discrepancy. The error pertains to inaccurate information printed on the product labels. We do acknowledge the mislabelling which ironically was inherited from the complainant who formulated the original content.

I think it is important to note that the incorrect labelling was an unwitting misrepresentation rectified quickly and, to the best of our knowledge caused no harm to consumers. We are pleased that our antagonist brought this to our attention as it enabled us to move quickly to verify and remedy the issue.

At Anitone, we take matters of product quality and accuracy very seriously, and we sincerely apologise for any inconvenience this may have caused. We understand the importance of trust and reliability in our business and we are committed to rectifying this situation promptly and efficiently.

Anitone products distributed with expiry dates from 5<sup>th</sup> July 2025 through to 15<sup>th</sup> February, 2026 (15 batches) have been subject to a labelling discrepancy. In our commitment to upholding the highest standards of quality and accuracy, we are taking proactive measures to rectify this issue and ensure the integrity of our products in the market.

In light of this issue, we have introduced the following solutions:

1. **Voluntary Product Recall:** All products with expiry dates between 5<sup>th</sup> of July 2025 through to 15<sup>th</sup> February 2026 will have their labels corrected.
2. **Customer Support:** Our customer support team is ready to handle inquiries, concerns, and related to the affected products, ensuring that all customers are assisted promptly and effectively.
3. **Preventive Measures:** We have concluded a thorough review of our labelling processes and implement additional quality control measures to prevent similar errors from occurring in the future.

At our core, we stand by our product, committed to its quality and the benefits it brings to animals. Our product is designed to enhance the lives of our animals promoting their health, wellness, and vitality. We firmly believe that every animal deserves the best, and it is our privilege to provide them with products that support their overall wellness.

Please do not hesitate to reach out to us with any questions, concerns, or feedback you may have regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Drummond". The signature is fluid and cursive, with a prominent initial "J" and "D".

Jason Drummond  
General Manager  
Anitone