**Effective Communication**

**Introduction:**

Hello [Customer's Name],

I hope this message finds you well. We appreciate your recent purchase of [Product Name]. However, we have identified an issue that may affect its performance, and I want to address this with transparency and urgency.

**Body:**

Acknowledge the Issue: Start by clearly stating the problem with the product. For example, "We have discovered a defect in some units of [Product Name] that may cause [describe the issue]."

Provide Context: Briefly explain why the issue occurred without placing blame. For instance, "This defect stems from [briefly explain the cause, e.g., a manufacturing process oversight]."

Impact and Resolution: Explain how this issue might impact the customer's experience and what steps you are taking to resolve it. For example, "We understand this may inconvenience you, and we are committed to replacing affected units promptly."

Action Steps: Outline what actions the customer needs to take, if any. This could include returning the product, contacting customer support, or waiting for further instructions.

**Conclusion:**

We sincerely apologize for any inconvenience this defect may have caused you. Our goal is to ensure your satisfaction with our products, and we are grateful for your understanding and cooperation during this process.

Please [insert specific instructions or contact information if applicable]. If you have any questions or concerns, please do not hesitate to reach out to us directly.

Thank you for your continued support and understanding.