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| |  | | --- | | [COMPANY NAME] RECALLS [NAME OF PRODUCT] |  |  | | --- | |  |  |  | | --- | | Include PRODUCT IDENTIFICATION INFORMATION:   * Identification numbers, such as batch and serial number * Information on where and when product was sold (if available) | |
| HAZARD  |  | | --- | | * Clearly state the hazard the product poses and why * Don’t use any terms or expressions that may decrease consumers’ perception of risk, e.g., “voluntary”/ “precautionary”, “in rare/specific situations” | |
| WHAT TO DO  |  | | --- | | * Instruct consumers to stop using the product immediately * Clearly explain how to participate in the recall (e.g., return to point of sale, schedule appointment for in-house pick-up/repair, etc.) | |
| REMEDY  |  | | --- | | * Clearly describe the remedy available to consumers (e.g., repair, replacement, refund) | |
| CONTACT  |  | | --- | | * Provide website and free phone number, interactive online service and/or email address where consumers can get more information | |
| [APOLOGY (OPTIONAL)]  |  | | --- | |  | |

