

Dear <CUSTOMER FIRST NAME>,

We are writing in regard to your recent purchase of the Staple Superior Mody Chinos or Mody Chino Shorts.

The satisfaction and safety of our customers is our top priority. That's why we'd like to inform you of some concerns that the dye used during the manufacturing of the pocket linings for this product may have contained hazardous azo-colourants.

While this dye is not banned for textiles use within Australia, expert authorities classify azo-colourants as carcinogens and, though the health risk is low, recommend exposure to the dye should be minimised. The ACCC recently sampled a range of our products and these two products were the only two to be found to contain azo dyes. Beyond this particular pair of pants, we have independently tested a sample of products across our entire men's and women's ranges with no further issues.

In the best interests of our customers, we have decided to minimise risk as much as possible and recall certain styles of our Staple Superior Mody Chinos or Mody Chino Shorts sold between **21/05/2014** and **05/06/2015**.

Product information

Product description

Product name	Colour	SKU
Mody Chinos	French Navy	ST892AA20NQP
Mody Chinos	Sapphire	ST892AA24NQL
Mody Chinos	TAN	ST892AA25NQK
Mody Chinos	Ox Blood	ST892AA29OLM
Mody Chinos	Navy	ST892AA83FVG
Mody Chino Short	Ox Blood	ST892AA85KVY
Mody Chino Short	Navy	ST892AA86KVX

Identifying features

Recalled products are identified on the reverse side of the care label inside the product with style number. The affected style numbers are identified above.

How concerned should I be?

The recall is only being done out of an extreme abundance of caution. Although the risk is low, any avoidable risk should be managed responsibly – that's why we have issued a recall notice for these products.

We are committed to fully phasing out all usage of azo dyes in our products, even at levels currently acceptable within Australia, and have mandated this in our manufacturing contracts.

What should I do?

Customers should cease using the product and return it to THE ICONIC for a full refund of the purchase price. Please follow these steps for a simple return:

1. Please click on this link that will take you to Australia Post where you can generate a free returns label. <https://returns.auspost.com.au/the-iconic>
2. Please fill in all the required information. If you have purchased more than one of the products you will only need to create one label and send all items back in one satchel. For your convenience, here is your order number <XXXXXXXXXX>; then click

Continue.

3. Download the label and print it at home or at an Australia Post store and attach it to the parcel
4. Drop your parcel off at any Australia Post office or in a post box near you.
5. Once the parcel arrives at our warehouse we will process your refund back to your original payment method. Depending on where you live, this may take up to 15 days from when you initiate the return.

Once the items have been received we will also send you a \$15 Store Credit voucher to thank you for your cooperation. This will be valid on any of our products for three months.

For further information please call 1300 668 345 or contact THE ICONIC online at:
<http://www.theiconic.com.au/contact/>.

Signed by

Patrick Schmidt
CEO