

# Dear Valued Customer,

We hope this message finds you well. We are writing to inform you of a revised pricing structure that will take effect on **[Effective Date]**.

After careful consideration and in response to increasing costs, we have made adjustments to our pricing to continue providing you with the quality and service you expect. The new prices are as follows:

- **Product/Service A:** \$[New Price] (previously \$[Old Price])
- **Product/Service B:** \$[New Price] (previously \$[Old Price])
- **Product/Service C:** \$[New Price] (previously \$[Old Price])

We appreciate your continued support and loyalty. If you have any questions or concerns about the new pricing structure, please do not hesitate to reach out to us at **[Contact Information]**.

Thank you for your understanding.

Sincerely,

[Your Name]  
[Your Position]  
[Your Company]