

Dear Valued Customer,

We hope this message finds you well. We are writing to inform you that, after careful consideration, we have made the difficult decision to discontinue our product, **[Product Name]**, effective **[Discontinuation Date]**.

This decision was not made lightly, as we deeply value your loyalty and support. However, we believe that focusing our efforts on our other products will allow us to serve you better.

We want to take this opportunity to express our sincere gratitude for choosing **[Your Company Name]**. Your trust and support mean the world to us, and we look forward to providing you with exceptional products and services in the future.

If you have any questions or need assistance, please do not hesitate to reach out to our customer service team at **[Contact Information]**.

Thank you for your understanding.

Warm regards,

[Your Name]

[Your Title]

[Your Company Name]

[Company Contact Information]