



## KEEP IT REAL

IDENTIFYING COUNTERFEIT PRODUCTS

We need your help to ensure counterfeit products aren't returned and consequently mistaken for genuine UGG® product in inventory. Only use the below indicators to identify counterfeit product, unless you have been trained otherwise by an UGG® corporate representative.

### INDICATORS OF COUNTERFEIT PRODUCT



### LOOK FOR COUNTERFEIT PACKAGING



### COUNTERFEIT TEXTING

UGG® NEVER CONTACTS CUSTOMERS THROUGH TEXT MESSAGE. Counterfeiters are obtaining customers' phone numbers by hacking phone banks and mass texting the phone bank fraudulent texts. Should customers wish to report the counterfeit text, please direct them to email the website address to [counterfeit@ugg.com](mailto:counterfeit@ugg.com).

### GETTING REFUNDS

While UGG® cannot refund counterfeit purchases, our websites does educate customers about how to dispute their charge with their bank or credit card company. For more information customers can visit the [What You Can Do](#) page on [counterfeit.ugg.com](http://counterfeit.ugg.com).

### DON'T MISTAKE GENUINE CLASSICS FOR COUNTERFEITS

There are currently two styles of UGG® Classic boot in circulation with different heelplates and outsoles that are both genuine.



If customers have questions regarding authorized retailers or counterfeit product, refer them to the UGG® Anti Counterfeit website and social media channels:

[counterfeit.ugg.com](http://counterfeit.ugg.com) | [www.facebook.com/ugganticounterfeiting](http://www.facebook.com/ugganticounterfeiting) | [twitter.com/ugganticntrfeit](http://twitter.com/ugganticntrfeit)

