



Instant authentication of your pharmaceutical products.

Counterfeiters threaten \$1 billion pipeline of medicine.

You are your company's brand protection manager. Counterfeit copies of one of your major pharmaceutical brands turn up in the U.S. market. You have no security measures in place to allow patients or inspectors to identify the real product from the fake. Consequently, \$1 billion worth of your product, already in the distribution pipeline, can't be sold—at least not until you come up with some method of allowing patients and retailers to verify that your medicine is authentic.

Patient safety, your company's hard-earned reputation not to mention \$1 billion in sales are all under severe threat. Time to send out an SOS.

This is exactly the situation in which one of our clients found themselves. And when they came to us for help, Authentix answered the call. Our client desperately needed a way to instantly authenticate medicines in the field. “No problem,” we said.

We immediately jumped into action by repackaging the client's product to include a variety of authentication features that could be identified by patients and inspectors, both in the field and in the laboratory. The authentication features included:

- ✓ Overt, color-shifting inks that can be readily distinguished by patients
- ✓ Covert, machine-readable inks that can be detected in the field by inspection staff with appropriate readers
- ✓ Forensic markers that can only be detected under laboratory analysis

A Successful Ending

The Authentix solution to our client's counterfeiting problem provided a secure means of instantly identifying authentic from counterfeit medicines. The benefits were immediate and significant:

- \$1 billion worth of product frozen within the supply chain was released for sale
- The expense of a full product recall was averted
- The client was able to mitigate the risk of potential lawsuits
- And, our client's brand reputation manager instantly became the organization's authentication hero

Most importantly, confidence in the brand was restored among physicians, pharmacists and patients.

Anti-counterfeiting Solutions and a Layered Approach

As demonstrated in this case study, there is an emerging trend for more than one packaging component to carry a security feature – a layered approach. Using this approach raises the barrier to counterfeiting.

Authentix Your Anti-counterfeiting Partner

If you have counterfeiting issues and concerns Authentix can provide solutions. We are one of the largest firms in the Brand Protection space and many fortune 100 and 500 companies have used our products and services because: we are experts, our global reach and the size and diversity of our anti-counterfeiting portfolio of technologies. If you or your team have a counterfeiting issue, we can help. Visit us at www.authentix.com.