



MAKE SURE SOLUTIONS FOR PHARMACEUTICALS

Pharma Fraud Destroys Profits and Trust

Pharma brand owners have the right to control the sale of branded products and devices, in order to receive their rightful revenue. In addition, brand owners have the duty to protect the public by ensuring that any pharma product sold under their brand-name is authentic and has not passed its expiration date.

These goals are undermined by two kinds of theft: counterfeiting and date manipulation. Counterfeit pharma products are often substandard and unregulated, which threatens public safety as well as the business reputation

of the brand owner through liability suits. The redating and sale of authentic but expired pharmaceuticals is another health risk, which can destroy public trust.

Brand owners can even be placed in "double jeopardy" by demands to recall "expired pharma products" which are counterfeit to begin with.

All of these tactics are successful, because of inadequate authentication methods for pharma brand protection.

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Inksure's cutting-edge covert technology has over a decade of proven success in tagging pharmaceutical items worldwide, making it easy to authenticate both the brand and the product expiry date.

How the Technology Works

Inksure produces a covert, forensic-level taggant, imprinted on the pharma packaging and/or the stamped expiry date. The taggant is invisible to human or electronic eyes. The Inksure taggant can be printed on all kinds of pharma packaging. It reveals its presence only to a small hand-held reader configured by Inksure, which signals within a split second that the product is either authentic or a counterfeit. The reader simultaneously identifies expiration dates that have been manipulated.

The Inksure Advantage

- The Inksure brand-tagging system can be printed on all pharma materials, including foil blisters and syringes.
- The instant Inksure verification process eliminates the need to break the package seal for inspection.

- Inksure readers can identify taggants printed on either flat or curved surfaces, with complete reliability.
- Inksure taggants are robust and durable, providing forensic-level evidence even if the pharma product is damaged or physically destroyed.
- Integration of Inksure's trace-and-trace capability with this solution ensures monitoring and control of distributed products.

The Inksure Track Record

A joint venture that includes a major pharma company in North America is using Inksure's forensic-level taggants to protect high-end drugs from liability issues stemming from two prevalent market challenges: counterfeiting of the drugs, and manipulation of expiry dates on the real drugs for illegal resale of expired products. The company has reported substantial results.

Inksure specialists stand ready to advise you on the integration of this taggant technology into your pharma brand protection.

Contact us now at sales@inksure.com