SAME PACKAGING, SAME SHAPE AND SAME COLOR...

BUT FAKES!

PILLS THAT DO NOT ACTUALLY CONTAIN WHAT WE THINK THEY DO

- no active ingredient
- wrong ingredient
- wrong dose
- dangerous substances

...and that are concocted in unsanitary and unregulated conditions, like in garages, warehouses or shacks.

A DANGEROUS BUSINESS THAT PUTS PATIENTS' LIVES AT RISK

People running the fake medicine trade are criminals.

Fake medicines put patients and the general public at risk. They trick patients into believing they are receiving genuine treatment, when instead they are getting deceitful products that could cause:

- further illness
- disability
- death
- or contribute to the development of resistance to the real medicines

700,000 PEOPLE DIE BECAUSE OF FAKE MALARIA AND TUBERCULOSIS MEDICINES EVERY YEAR.²

FAKE MEDICINES ARE EVERYBODY’S BUSINESS!
COUNTERFEITERS MADE IT THEIR BUSINESS, MAKE IT YOURS TOO! JOIN FIGHT THE FAKES!

A campaign to spread the word about fake medicines and their impact on people. Voices from the frontline and opportunities for actions. Visit www.fightthefakes.org and contact us at info@fightthefakes.org.

Sources:
1. Pharmaceutical Security Institute (PSI)
3. International Policy Network
4. World Health Organization (WHO)
6. Estimates by Deloitte

15% of medicines in circulation worldwide may be fake.¹

15% of medicines in circulation may account for up to 30% of medicines in circulation.

In some areas of Asia, Africa and Latin America fake medicines may account for up to 30% of medicines in circulation.

123 COUNTRIES

123 countries are impacted by fake medicines.²

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