

5 MYTHS

ABOUT FAKE MEDICINES

WWW.FIGHTTHEFAKES.ORG

1 MYTH: ONLY BRANDED MEDICINES CAN BE COUNTERFEIT

FACT: Counterfeiters do not discriminate. Their fakes infiltrate the supply chain and pass themselves off as brand-name or generic medicines, prescription or over the counter.

The largest percent of counterfeits—common antibiotics, tuberculosis medicines, and malaria medicines, often go unmonitored, since 30% of countries have inadequate drug regulatory systems.*



*WHO

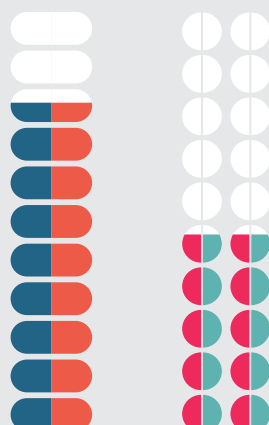
2 MYTH: ONLY LIFESTYLE PILLS ARE FAKED

FACT: The fastest growing numbers of fake medicines penetrating the legitimate medicine supply chain are knock offs of lifesaving medicines.

In 2012, the fastest growing trends in fake medicines were hormones (76%) and cystostatics (48%), primarily used in cancer treatments.

GROWTH IN FAKE MEDICINES

+76% +48%



HORMONES

CYTOSTATIC TREATMENTS

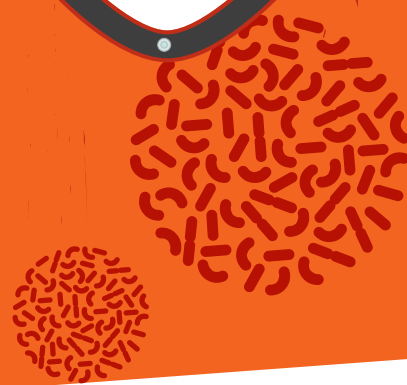
*PSI

3 MYTH: WORST COMES TO WORSE, THE PILLS JUST WON'T WORK

FACT: Fake medicines won't treat your illness and can worsen your condition, leading to further illness, disability or even death. They can also increase resistance to genuine treatments and undermine entire public health initiatives.

Over 35% of anti-malarials in Southeast Asia are fake, resulting in ineffective treatments, prolonged infectiousness in patients and the potential for drug resistant parasites.*

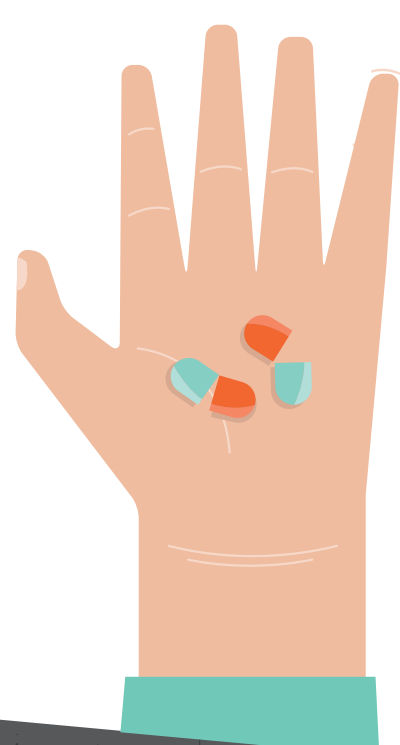
*The Lancet



4 MYTH: THERE ARE GOOD QUALITY FAKE MEDICINES

FACT: Fake medicines can have the wrong ingredients, the wrong amount, no active ingredients or dangerous substances. They can also be stored at incorrect or unstable temperatures and humidity. They're impossible to trace.

Counterfeits have not undergone any quality control or been approved by qualified government agencies.

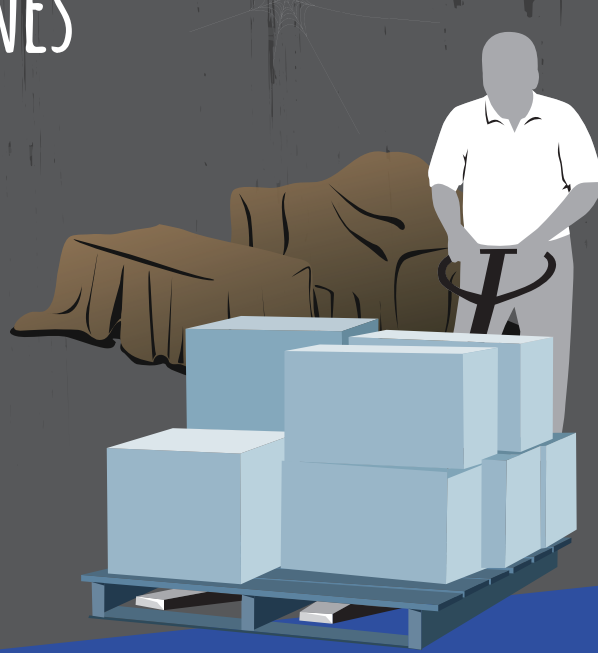


5 MYTH: FAKE MEDICINES ARE EASY TO SPOT

FACT: Counterfeiters make packaging as realistic as possible.

That's relatively easy and cheap.

The same attention is not paid to what goes into the fake medicines.



RECOMMENDATIONS



Speak with your doctor or pharmacist if you have unusual side-effects after taking your medicines.



If you use the medicine regularly, always pay attention to its taste and smell and note abnormalities.



Contact your health authority or the medicine manufacturer if you notice an anomaly on the packaging, instructions or blister pack of your medicines.



Report suspicious cases to your drug regulatory authority.



Online or in person, always buy your medications from a licensed and certified pharmacy.



Only get prescription medicines from a source that requires a prescription.



A very low medicine price may be a warning of a fake medicine; stay on your guard and compare prices.