

**SAME PACKAGING,
SAME SHAPE
AND SAME COLOR...**

BUT FAKES!

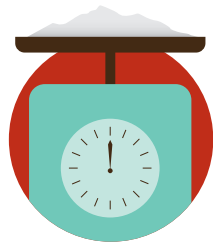


SPEAK UP ABOUT FAKE MEDICINES

www.fightthefakes.org

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.

- ✗ Can mimic **brand-name** or **generic** prescription or **over-the-counter** medicines.
- ✗ From antibiotics to pain medications... **More than 500 fake versions of pharmaceutical products** are currently circulating.¹
- ✗ **Over 50% of medicines** purchased from **illegal websites** that hide their physical address are fake.²
- ✗ **Most of fake medicines** penetrating the legitimate medicine supply chain are knock offs of **lifesaving medicines**.

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.³

15%



15% of medicines in circulation worldwide may be fake.⁴

30%



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.⁵

\$75/\$200 BILLION



Highly profitable crime that could be worth between **\$75 billion and \$200 billion a year**.⁶

FAKE MEDICINES ARE EVERYBODY'S BUSINESS!

COUNTERFEITERS MADE IT THEIR BUSINESS, MAKE IT YOURS TOO! JOIN FIGHT THE FAKES!

Sources:

- 1 Pharmaceutical Security Institute (PSI)
- 2 World Health Organization (WHO): <http://www.who.int/mediacentre/factsheets/fs275/en/>
- 3 International Policy Network
- 4 World Health Organization (WHO)
- 5 Pharmaceutical Security Institute (PSI): <http://www.psi-inc.org/geographicDistributions.cfm>
- 6 Estimates by Deloitte

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.

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