

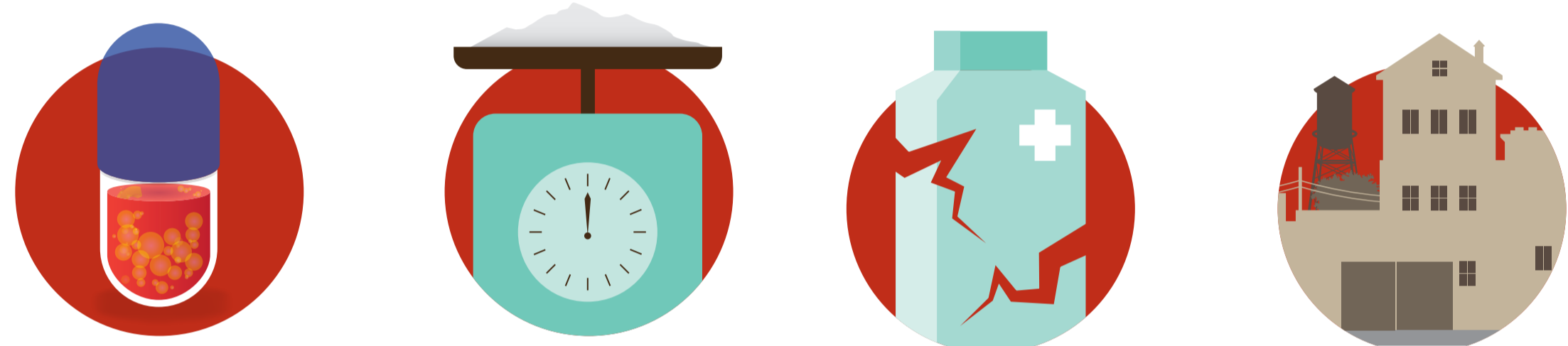
**SAME PACKAGING,
SAME SHAPE
AND SAME COLOR...**

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.³

- ✗ Can mimic **brand-name** or **generic** prescription or **over-the-counter** medicines.¹
- ✗ **Life-saving medicines** accounts for **52.8%** of all fake medicines detected in the legitimate supply chain.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**.

10%



10% of medicines in circulation worldwide may be fake.³

50%



In certain parts of the globe, up to **50% of medicines in circulation** are possibly fake.³

34% INCREASE



Pharmaceutical crime incidents have increased by **34%** between 2014 and 2015⁵

\$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 The American Journal of Tropical Medicine and Hygiene. 2015;92 (Suppl 6):59-67 (doi: 10.4269/ajtmh)
- 2 World Health Organization (WHO): <http://www.who.int/bulletin/volumes/88/4/10-020410/en/>
- 3 World Health Organization (WHO): https://www.gphf.org/images/downloads/library/who_factsheet275.pdf
- 4 International Policy Network <http://archive.today/ipw8i>
- 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.

