

CUSTOMER SPOTLIGHT

Pharmaceutical

Brand Protection Authentication Solution

\$1 BILLION WORTH OF PRODUCT UNABLE TO BE SOLD BECAUSE OF COUNTERFEITING THREAT



THE SITUATION

Counterfeit copies of a major pharmaceutical brand were discovered in the U.S. market. With no security measures in place to allow patients, healthcare professionals and law enforcement agencies to readily distinguish authentic from counterfeit medicines, both patient welfare and the manufacturer's reputation were under threat.

Given such risks, \$1 billion worth of authentic product, which was in the distribution pipeline, could not be sold until some means of allowing patients, healthcare professionals and law enforcement agencies to authenticate product was implemented.



THE CHALLENGE

The brand owner knew that when product authentication takes too long, it can harm patients who depend on the medicine for their health, as well as the organization's revenue

stream and brand reputation. They needed a way to instantly authenticate product in the field when a suspicious package was reported, to make sure their supply chain was secure.



RESULTS

- ✓ \$1 billion of frozen product released for sale
- ✓ Full product recall averted
- ✓ Secure means of detecting counterfeit medicines enacted
- ✓ Brand confidence restored
- ✓ Risk of lawsuits mitigated



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THE SOLUTION

To solve their counterfeiting problem, the brand owner turned to Authentix. We developed an authentication solution, which we had approved by the customer and the FDA, repackaged and shipped out—all within 23 days.

The product was repackaged with tamper evident seals and labels that included a variety of authentication features that could be identified by patients and inspectors, both in the field and in the laboratory. These included:

- Overt, color-shifting ink that can be readily distinguished by patients

- Covert, machine-readable inks that can be detected by inspection staff with appropriate readers in the field
- Forensic markers that can only be detected under laboratory analysis. This feature allows the company to pursue legal action against counterfeiters, conduct private investigations, and cooperate with law enforcement agencies



THE OUTCOME

The innovative authentication solution provided a secure means of distinguishing authentic from counterfeit product, thereby restoring confidence in the brand among physicians, pharmacists, and patients. The manufacturer was able to

mitigate the risk of potential lawsuits. Furthermore, the \$1 billion worth of product frozen within the supply chain was released for sale, and the expense of a full product recall was averted.

ABOUT

As the authority in authentication solutions, Authentix helps customers thrive in supply and distribution chain complexity. We provide advanced authentication solutions for governments, central banks, and commercial products, ensuring local economies grow, banknote security remains intact, and commercial products have robust market opportunities. Our partnership approach and proven sector expertise inspire proactive innovation, helping customers mitigate risks to promote revenue growth and gain competitive advantage.

Is your company struggling with lost revenue due to illicit activity throughout your supply chain?
Are you in need of an authentication solution to help combat the counterfeiters?

If so, let us help you. Contact info@authentix.com.