



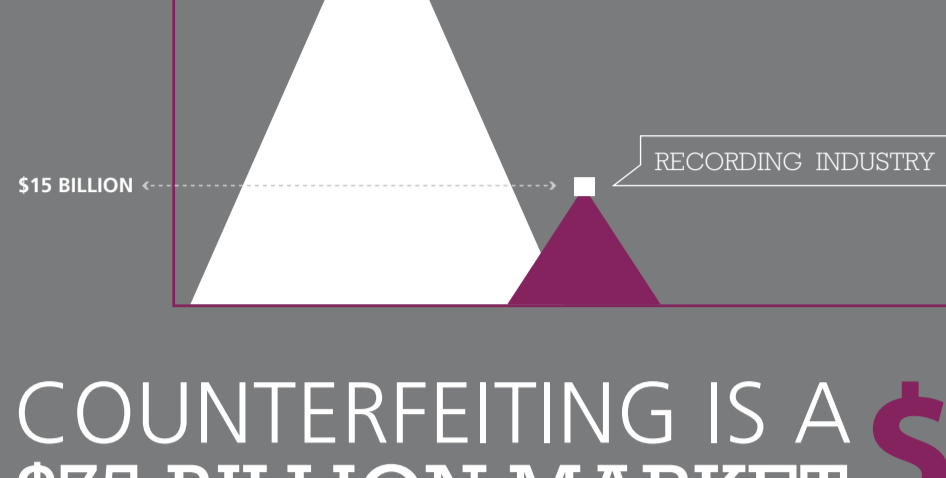
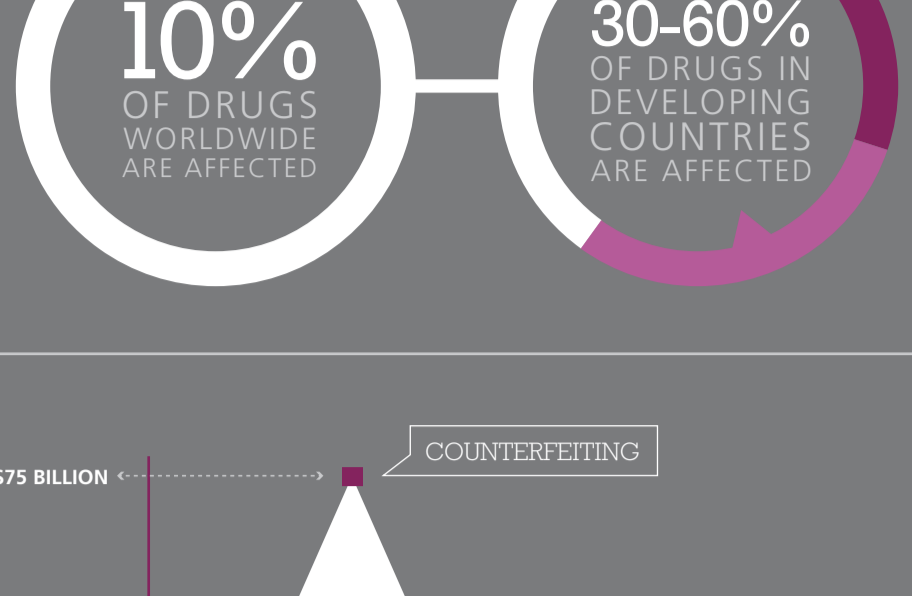
# MYSTERY MEDS

COUNTERFEIT DRUGS REMAIN A SUPPLY CHAIN RISK IN EMERGING MARKETS

Counterfeit drugs gained notoriety in the mid-1980s with the illegal reproduction of prescription products to treat baldness and obesity. More than 25 years later, falsified drugs are still a persistent threat—with products ranging from those in high demand to those that are intended to save lives.

## GLOBAL REACH AND SCOPE

HOW BIG IS THE PROBLEM?\*



COUNTERFEITING IS A \$75 BILLION MARKET

5X THE GLOBAL RECORDING INDUSTRY<sup>1</sup>

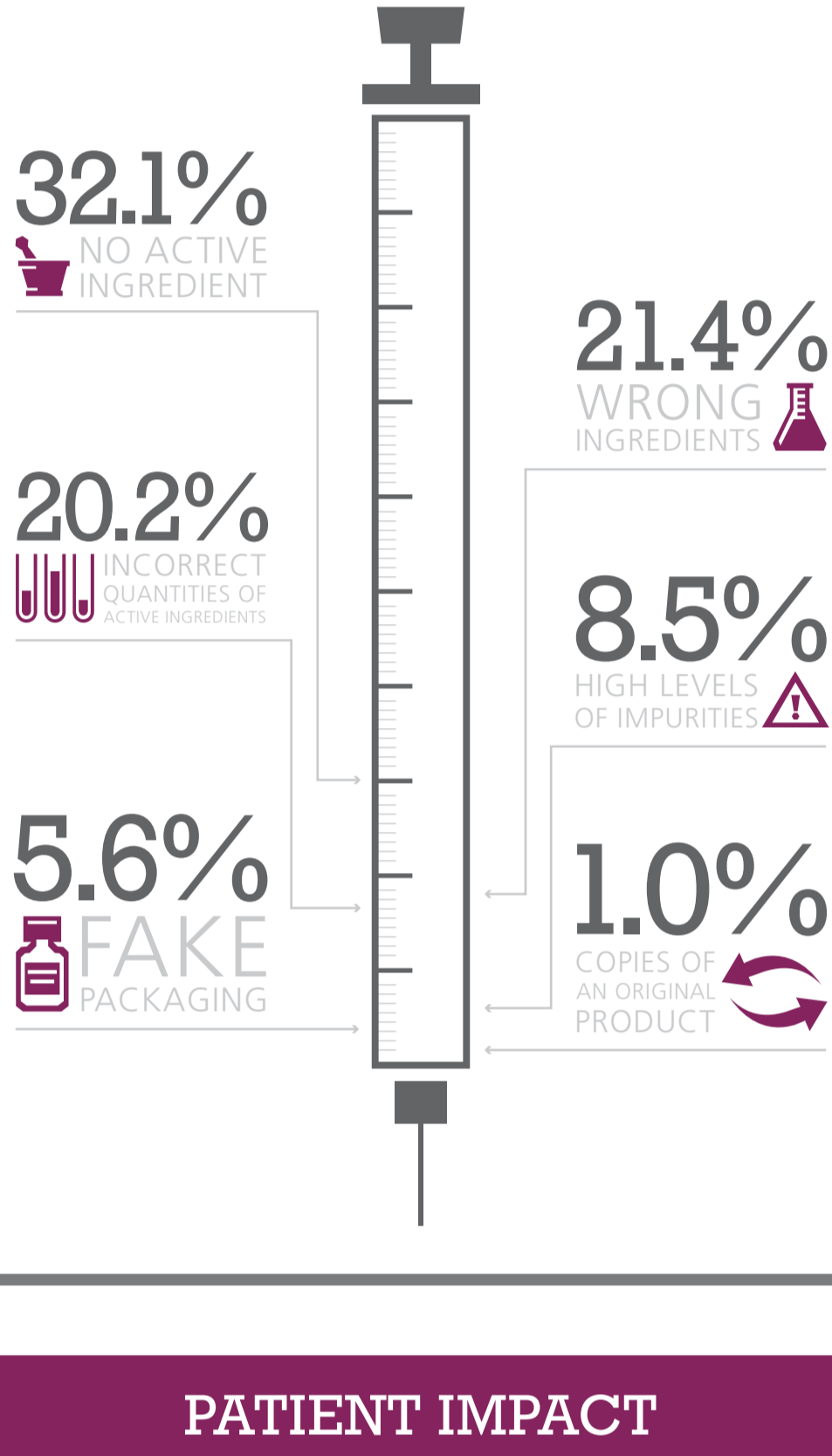
APPROXIMATELY 1% OF COUNTERFEIT DRUGS



HAVE PENETRATED THE SUPPLY CHAIN IN DEVELOPED COUNTRIES

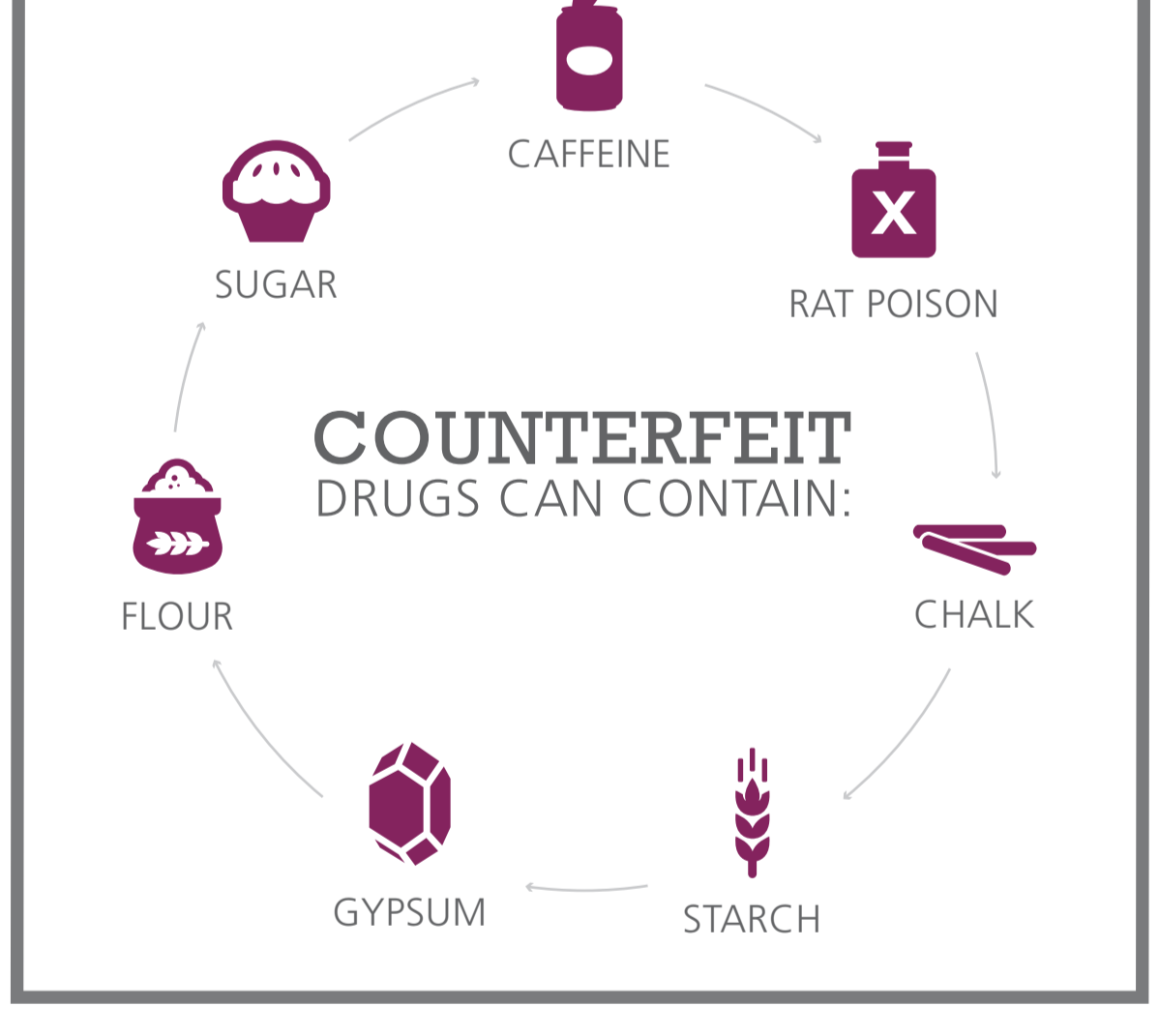
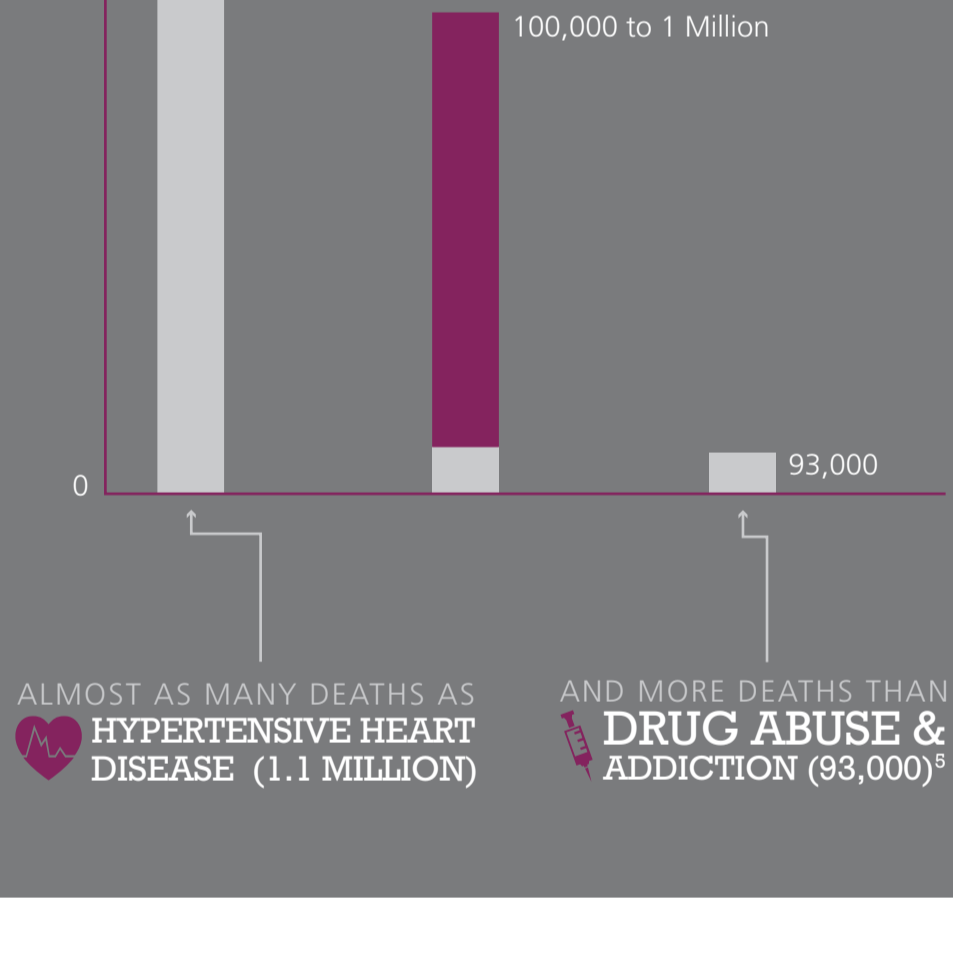
\*According to WHO statistics collected in 2000<sup>2</sup>

## FREQUENT DANGERS AMONG IDENTIFIED COUNTERFEIT DRUGS



## PATIENT IMPACT

### PATIENT DEATHS FROM COUNTERFEIT DRUGS RANGE FROM 100,000<sup>3</sup> TO 1 MILLION<sup>4</sup>



## COUNTERMEASURES

### IMPACT INTERNATIONAL MEDICAL PRODUCTS ANTI-COUNTERFEITING TASK FORCE

REGULATORY REFORM: FALSIFIED MEDICINES DIRECTIVE (EU) & DRUG QUALITY AND SECURITY ACT (US)

### OTHER NATIONAL INITIATIVES



PACKAGING TECHNOLOGY

To learn more about counterfeiting and the pharmaceutical supply chain, read World Courier's white paper "Securing the Global Pharmaceutical Supply Chain against the Risk of Counterfeit Drugs."

<sup>1</sup>http://www.ifpi.org/global-statistics.php

<sup>2</sup>World Health Organization. "General Information on Counterfeit Medicines." 2000.

<sup>3</sup>Bate, Roger. "The deadly world of falsified and substandard medicine." American Enterprise. Institute, October 15, 2012.

<sup>4</sup>Southwick, Natalie. "Counterfeit Drugs Kill 1Mn People Annually; Interpol." InSightCrime.org, October 24, 2013.

<sup>5</sup>World Health Organization. "Cause-Specific Mortality: 2000-2012."

<sup>6</sup>http://www.who.int/healthinfo/global\_burden\_disease/estimates/en/index1.html

