



SAFEGUARD YOUR PATIENTS AND BRAND FROM COUNTERFEITING

Security and authentication for healthcare products have been common practice for years but has recently become a mission critical. Why are companies prioritizing these measures now?

There are growing concerns about the rapid increase of counterfeit drugs and medical devices and the impact on public health and the global marketplace.

Businesses need to protect their brands, safeguard their products and brand values while maintaining and strengthening trust with customers. Choosing the right label and packaging partner strengthens your brand's defense against counterfeiting, helping you to protect patients and ensure trust.

HOW BIG OF A PROBLEM IS COUNTERFEITING?

Trade in counterfeit and pirated healthcare goods is not a new problem, but it is rising steadily. Businesses have increasingly realized that falsified items are not just a problem for a few products and countries but for the entire world economy:

- Close to \$83 billion worth of counterfeit drugs are sold annually, and 1 in 10 medical products circulating in developing countries are substandard or fake, says Fraud.org.
- The Department of Homeland Security has found that counterfeit health care products are one of the most frequently seized commodities by U.S. Customs and Border Protection.
- In 2022, an estimated 6 in 10 seized counterfeit pills contained a potentially lethal dose of fentanyl.

- Counterfeit or substandard medical products are estimated to cost the countries over \$30 billion annually, according to the World Health Organization (WHO).

Trade in fake goods is not a victimless crime. These fakes infringe on the trademarks, copyright and profits of a range of legitimate organizations and industries, including pharmaceutical and medical device and equipment manufacturers.

Counterfeit medical supplies also pose health and safety risks to consumers. Brands must provide ways to authenticate their prescription and over-the-counter (OTC) drugs to protect their customers and reputation.



END-TO-END BRAND PROTECTION

Implementing security and authenticity measures can be a struggle. Criminal groups that traffic falsified medical products now have access to technologies and platforms, such as darknet sites, that enable them to avoid detection by law enforcement authorities, says the United Nations Office on Drugs and Crime.

Your solution may include a combination of technology solutions, government lobbying for tighter regulations and even litigation against bad actors. Integrating a packaging solution as part of your anti-counterfeiting strategy can boost tracking, traceability, and compliance, building trust and reinforcing product safety.

Compliance

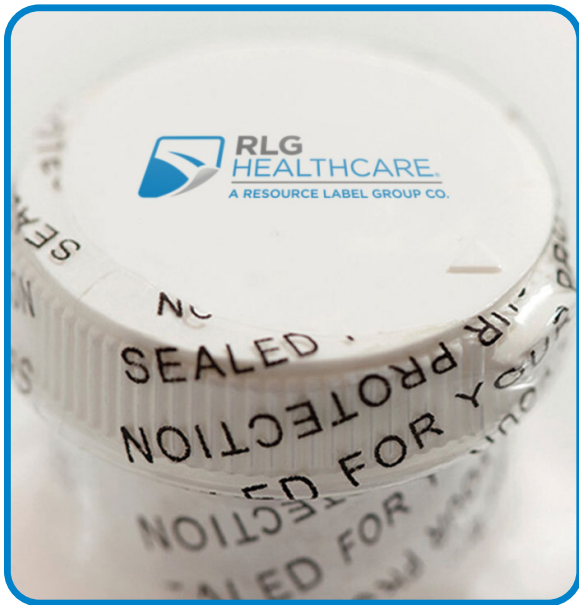
Regulatory requirements intended to combat counterfeiting continue to evolve. Here are some current guidelines that are important to note:

- All companies that sell products regulated by the Food and Drug Administration (FDA) are required to meet tamper evident packaging guidelines.
- Pharmaceutical companies that have prescription drugs in their portfolio must provide these with two security features as of 9 February 2019 in accordance with the Anti-Counterfeiting Directive 2011/62/EU.
- The Drug Supply Chain Security Act (DSCSA) requires that pharma products be validated at all points in the supply chain where custody changes. This regulation can be met with unique unit identification.

We understand navigating these complex requirements can be daunting. An expert partner can offer sophisticated and comprehensive solutions that meet regulatory needs and requirements.

Traceability

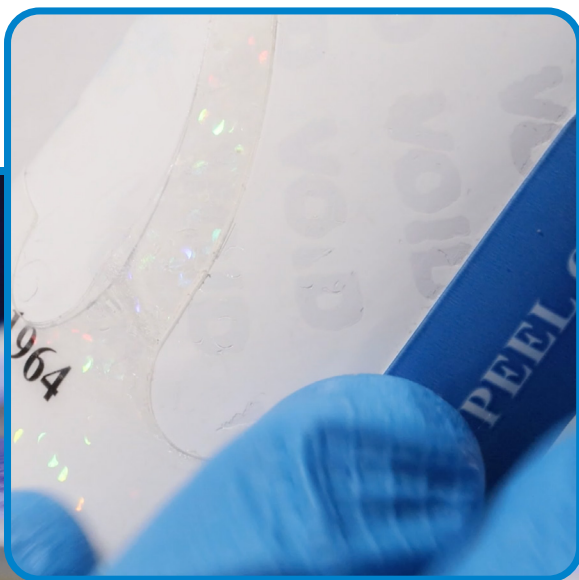
Traceability in healthcare product packaging is crucial for ensuring patient safety and regulatory compliance. It allows for accurate tracking of medical products from manufacturing to the end-user. This enables swift recall actions in case of defects or contamination, while maintaining the integrity of the supply chain and meeting stringent industry standards.



Safety

Most importantly, consumers need a guarantee your product has not been opened. Customers want to know what they're holding in their hands is safe — free of consumer tampering, product counterfeiting and even potential bioterrorism.

Putting obvious security measures in place lets your customers know they can trust your company and the product in their hands.



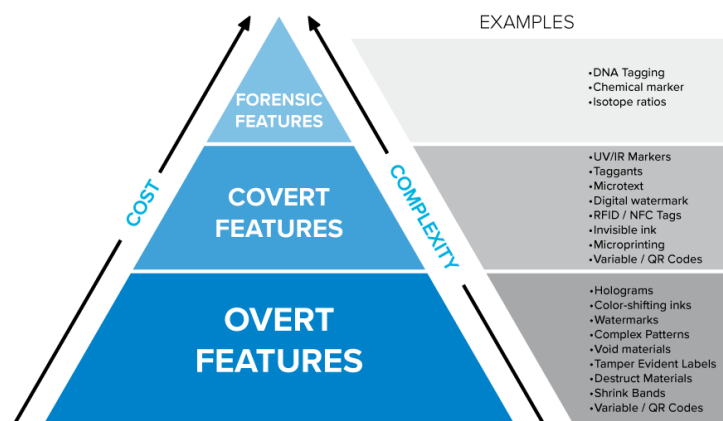
HOW TO PUT PROTECTION INTO YOUR PACKAGING

Together, we can explore the best strategies to safeguard your brand, whether through packaging solutions, advanced technologies, or strategic alliances with regulatory bodies. Protect consumers and your brand with the latest anti-counterfeit capabilities, including:

1. Tamper evident and anti-counterfeit solutions that complement and integrate with your brand.
2. Expertise and understanding of the standards and regulations related to product tampering.
3. Smart labels with RFID (radio frequency identification) Taggant, and NFC (near field communication) technology that allow brands, retailers and even consumers to track your product throughout the supply chain.
4. A vast range of authentication solutions to protect your products and keep patients safe, including:
 - Variable data labels
 - UV protection indicators & temperature indicators
 - Holographic labels
 - Micro text for product authentication
 - Invisible ink or hidden indicia
 - Serialized labels
 - Tamper seals & carton seals
 - Tamper-evident shrink sleeve bands or full-product body sleeves
 - Full-graphic tamper bands
 - Tamper-evident void labels

Security Pyramid – How Technology Can Be Implemented

With a security and authentication system designed by an expert partner, your team can select the right combination of protection measures tailored to your unique needs. Whether you're implementing basic safeguards or integrating advanced digital security, this tiered approach empowers you to play an active role in protecting patient safety and maintaining brand integrity.



- Overt security includes material-based and print-based methods, with details noticeable to the consumer, such as tamper bands and visible embellishments
- Covert security elements, such as invisible ink, are hidden, and a combination of both overt and strategies is difficult for counterfeiters to replicate
- Smart components, digital security and taggants, are not readily visible to the naked eye at all



PROTECTING YOUR HEALTHCARE BRAND WITH SECURITY TECHNOLOGIES

With the support of RLG Healthcare, your team can maintain product integrity and uphold brand trust by selecting dynamic, custom-tailored packaging and labeling solutions. Together, we can ensure that your products reach customers with the highest standards of safety. Let's discuss how we can partner to address your security challenges and safeguard patient trust together. Your commitment to product safety, combined with our expertise in packaging security, can help you reach your security and authentication goals.

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