Sanofi Global Anti-Counterfeit day

PHARMACEUTICAL COUNTERFEITING, THE VISIBLE PART OF THE ICEBERG

27.5 MILLION (3) counterfeit medicines retained by European Customs Authorities

550 MILLION (5) doses of illicit medicine seized in Africa during the «Byebya» operation

9,8 MILLION (4) illegal and counterfeit drugs seized during «Pangea VI» operation

50% (6) of cases, medicines purchased over the Internet from illegal sites that conceal their physical address have found to be counterfeit

36% (6) of anti-malaria drugs in Southeast Asia are falsified

Up to 30% (7) of medicines in developing countries are counterfeit

HOW TO LIMIT THE PHENOMENON?

✓ Securing the supply chain, integrating coding and serialization technologies on products packaging’s, and authentication system allow multilayered protection which is effective in that it becomes expensive and difficult to reproduce for counterfeiters.

✓ Dedicated International cooperation is required to fight together against counterfeiting and other forms of transnational pharmaceutical illicit activities with national and international bodies(6).

✓ Improving detection with the development of analytical methods with reliable techniques can provide insights into the phenomenon and drive appropriate enforcement actions

✓ Reinforcing legislation, The MEDICRIME convention is designed to protect public health and seeks to criminalize and punish all acts related to counterfeiting medical products and similar crimes(7).

✓ Increasing awareness is critical. Public, Health Care professionals, Governments are developing interest in fighting the problem and to perceive medicine counterfeiting as a real danger for health.

SANOFI CONTRIBUTES TO PATIENTS ACCESS TO SAFE MEDICINES WORLDWIDE

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