

# Medicine Producer Ensures Authenticity for Safety

Falsified and counterfeit medicine and health products can cause severe harm or fatality to users. This can cause a widespread loss of confidence in the brand, lost revenue and market share, and increased legal risks and costs.

**An estimated 10% of medical products in low- and middle-income countries are falsified or substandard.**

– World Health Organization



## Background

A multinational medication maker partnered with Digimarc to protect their well-earned reputation for keeping people healthy. The company sought security against fraudulent scammers, as counterfeit medication can be detrimental for consumers. The brand was searching for a product security solution that was covert and could be implemented into their packaging.



## Challenge

The health and medication industry are continually challenged by how susceptible they are to illegal counterfeiting from distribution channels. As an industry that is highly sought after by illicit traders, the number of counterfeit products is growing rapidly in several markets, including online. Negative reputation, lack in consumer confidence, sales loss, increased threat of litigation, and product recalls are all examples of the impact that the industry failing to tackle counterfeit medicines could have on the company.



## Approach

This pharmaceutical company has been evaluating Digimarc's technology for many years. Through continual risk assessment, the brand has realized that many illicit sellers are rebuilding their packaging designs, instead of photocopying them. Digimarc technology is one of the brand's security features in their products today. They find the technology ideal as it is very easy to implement within their artwork and cannot be seen or replicated easily.



## Outcome

Through this partnership, the company limited lost sales, boosted brand integrity, elevated consumer trust, enhanced security features, and gained new supply chain insights. They can also now digitally authenticate their packaging in the field or even remotely.