



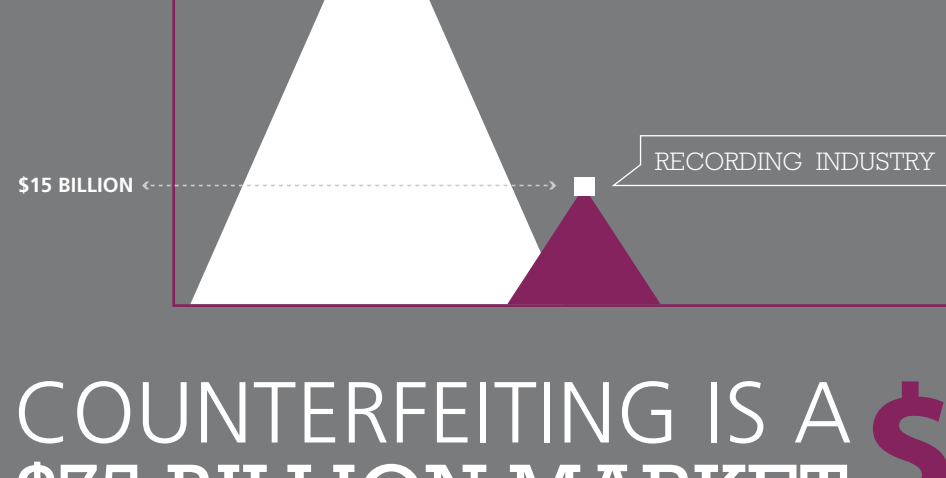
# MYSTERY MEDS

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



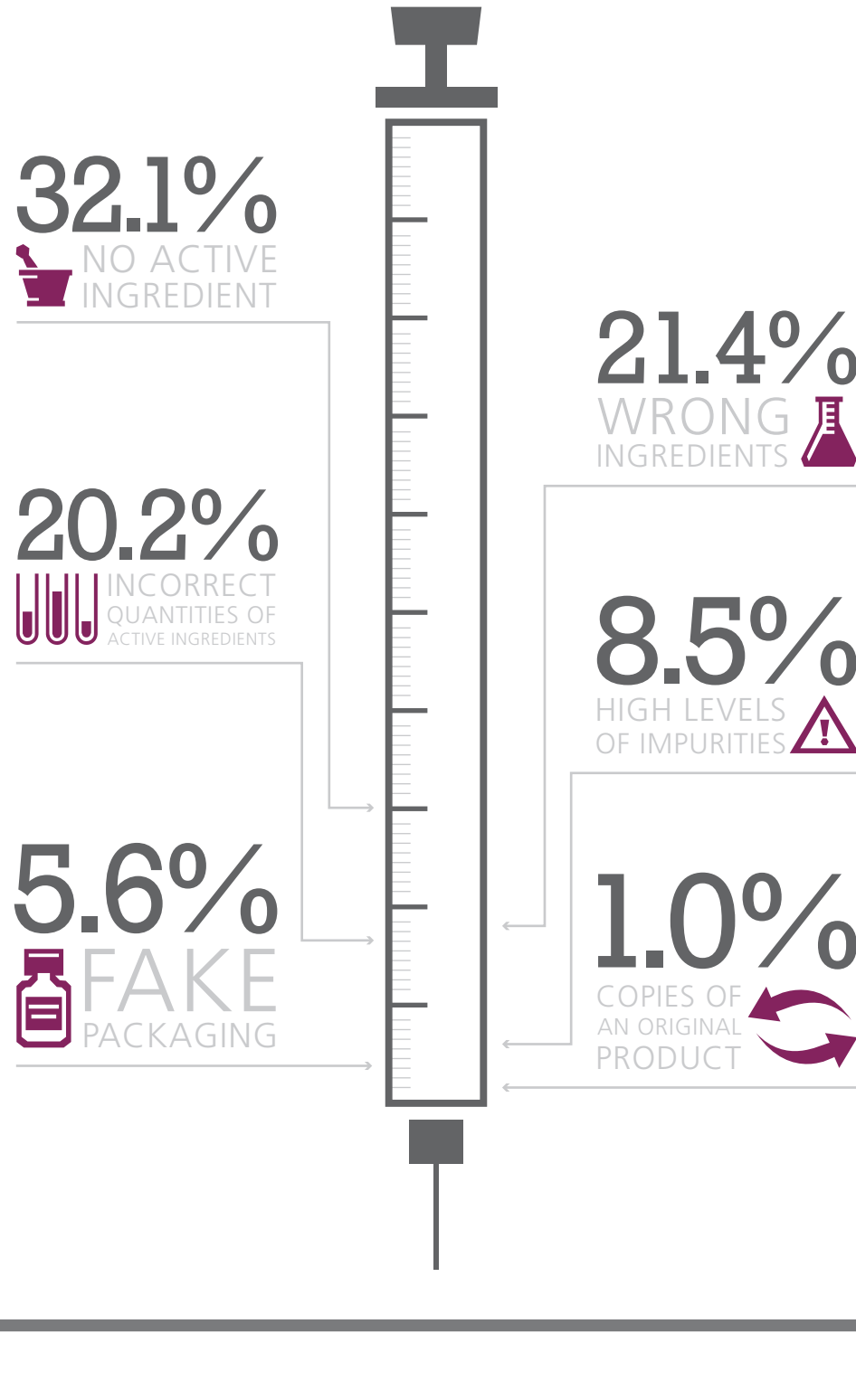
HAVE PENETRATED THE SUPPLY CHAIN

IN DEVELOPED COUNTRIES



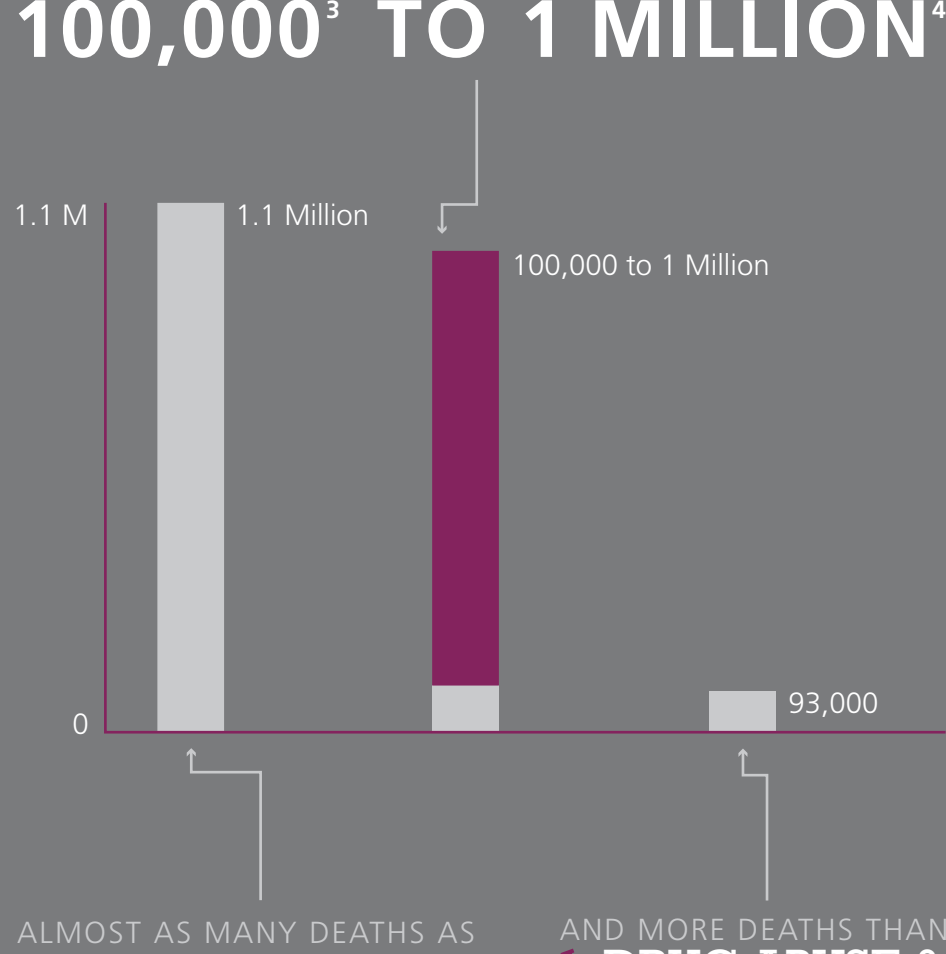
\*According to WHO statistics collected in 2000<sup>2</sup>

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>



ALMOST AS MANY DEATHS AS HYPERTENSIVE HEART DISEASE (1.1 MILLION)

AND MORE DEATHS THAN DRUG ABUSE & ADDICTION (93,000)<sup>5</sup>



## COUNTERMEASURES

IMPACT

INTERNATIONAL MEDICAL PRODUCTS ANTI-COUNTERFEITING TASK FORCE

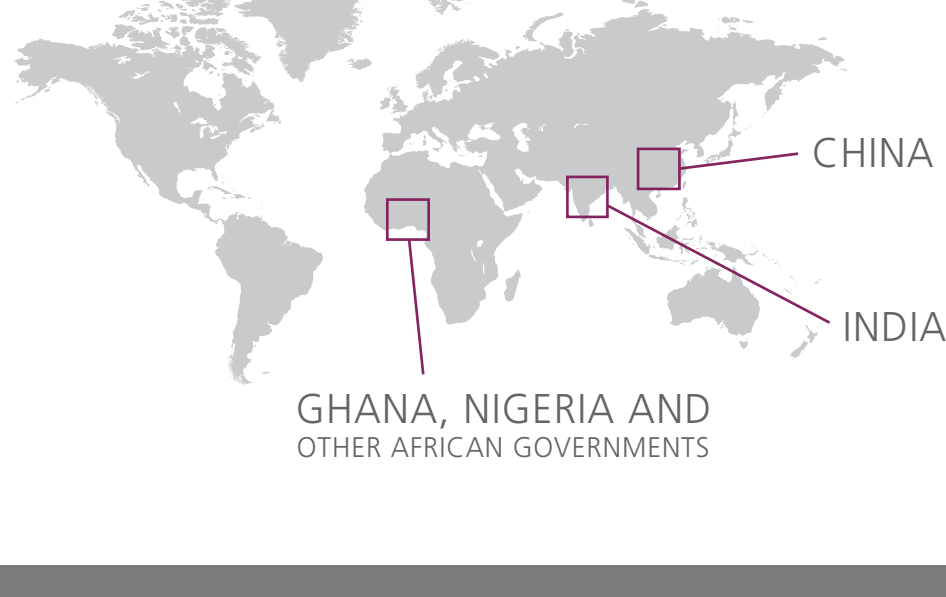
REGULATORY REFORM



FALSIFIED MEDICINES & DRUG QUALITY AND DIRECTIVE (EU) & 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."

[http://www.who.int/healthinfo/global\\_burden\\_disease/estimates/en/index1.html](http://www.who.int/healthinfo/global_burden_disease/estimates/en/index1.html)



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