Real or Fake?

Health and beauty consumers want to know... and they want you to **PROVE** it.

Is the product **authentic**?

Ensure safety and build trust

Counterfeit cosmetics pose significant safety risks with a long list of dangerous ingredients including E. coli, lead, mercury, cyanide and arsenic

Is the seller **authorized**?

Safeguard quality and your bottom line

Consumers expect brands to safeguard their supply chain and retail channels from counterfeits

Up to **19x** legal limit **lead** in **fake makeup**[1]

32% online **purchased fakes** are **cosmetics**[2]

40% higher **conversion** from instore **shoppers** to **buyers** when **phones** used for **product info**[3]

Is your brand **connected**?

Make it easy for your customers to engage

Savvy beauty brands have created apps that give consumers a personal, customized experience

Authenticate then communicate

Smart products allow brands to personalize product info, offer promos, invite customer comments and questions, etc.

100% of questionable products will turn up as "suspect" when scanned

UniSecure® Brand Protection

A covert, non-additive solution that works with your current packaging

Prevent Counterfeiting | Stop Product Diversion | Engage Customers

[1] TheTalko – 13 Terrifying Dangers of Counterfeit Makeup

[2] MarkMonitor® Online – Barometer Global Online Shopping Survey 2017 – Consumer Goods

[3] Netpak – Interactive packaging : driving new levels of consumer engagement

SYSTECH®
ONLY ONE