Real or Fake?

Patients want to know...
and they want you to **PROVE** it.

Is the drug **authentic**?

Ensure safety and build trust

Counterfeit drugs pose a serious threat to patients—they are harmful and can even be fatal
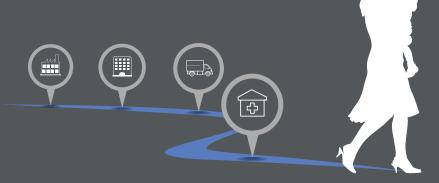
Is the seller **legitimate**?

Safeguard quality and your patients

Gray market diversion along with e-pharmacies pushing counterfeit and diverted drugs poses serious health risks

$200B estimated **global pharmaceutical counterfeiting**[1]

Up to **30%** **pharmaceuticals** are **counterfeit** or gray market[2]

64% marketers say **patient is main customer**[3]

Is your brand **connected**?

Build trust with empowered patients

Pharmaceutical companies are slowly moving towards more open and transparent customer engagement

Authenticate then communicate

Smart products allow brands to deliver drug facts, share dosage information, provide recall notifications, invite comments and questions, etc.

100% of questionable drugs 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] NetNames Report – Counting the Cost of Counterfeiting
[2] Interpol – Pharmaceutical Crime, A Major Threat to Public Health
[3] Klick Wire – Customer Engagement Is Job One for Pharma

SYSTECH®
ONLY ONE