

# **UNCTAD Illicit Trade Forum**

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Room XXVI, Palais des Nations, Geneva*

## **Fight the Fakes**

Contribution  
by

**Novartis**

**SAME PACKAGING,  
SAME SHAPE  
AND SAME COLOR...**

**BUT FAKES!**



SPEAK UP ABOUT FAKE MEDICINES

[www.fightthefakes.org](http://www.fightthefakes.org)

PILLS THAT DO NOT ACTUALLY  
CONTAIN WHAT WE THINK THEY DO

- ✗ no active ingredient
- ✗ wrong ingredient
- ✗ wrong dose
- ✗ dangerous substances



...and that are concocted in unsanitary and unregulated conditions, like in garages, warehouses or shacks.

A DANGEROUS  
BUSINESS THAT  
PUTS PATIENTS'  
LIVES AT RISK



People running the fake medicine trade are **criminals**.

**Fake medicines put patients and the general public at risk.** They trick patients into believing they are receiving genuine treatment, when instead they are getting **deceitful products** that could cause:

- further illness
- disability
- death
- or contribute to the development of **resistance** to the real medicines

**700,000 PEOPLE DIE**

BECAUSE OF FAKE MALARIA AND TUBERCULOSIS MEDICINES EVERY YEAR.<sup>3</sup>

- ✗ Can mimic **brand-name** or **generic** prescription or **over-the-counter** medicines.<sup>1</sup>
- ✗ Life-saving medicines accounts for **52.8%** of all fake medicines detected in the legitimate supply chain.<sup>1</sup>
- ✗ **Over 50%** of medicines purchased from **illegal websites** that hide their physical address are fake.<sup>2</sup>
- ✗ **Most of fake medicines** penetrating the legitimate medicine supply chain are knock offs of **lifesaving medicines**.

10%



10% of medicines in circulation worldwide may be fake.<sup>3</sup>

50%



In certain parts of the globe, up to **50%** of medicines in circulation are possibly fake.<sup>3</sup>

34% INCREASE



Pharmaceutical crime incidents have increased by **34%** between 2014 and 2015<sup>5</sup>

\$75/\$200 BILLION



Highly profitable crime that could be worth between **\$75 billion and \$200 billion** a year.<sup>6</sup>

**FAKE MEDICINES ARE EVERYBODY'S BUSINESS!**

COUNTERFEITERS MADE IT THEIR BUSINESS, MAKE IT YOURS TOO! JOIN FIGHT THE FAKES!

Sources:

- 1 The American Journal of Tropical Medicine and Hygiene. 2015;92 (Suppl 6):59-67 (doi: 10.4269/ajtmh)
- 2 World Health Organization (WHO): <http://www.who.int/bulletin/volumes/88/4/10-020410/en/>
- 3 World Health Organization (WHO): [https://www.gpiht.org/images/downloads/library/who\\_factsheet275.pdf](https://www.gpiht.org/images/downloads/library/who_factsheet275.pdf)
- 4 International Policy Network: <http://archive.today/ipw8i>
- 5 Pharmaceutical Security Institute (PSI): <http://www.psi-inc.org/geographicDistributions.cfm>
- 6 Estimates by Deloitte

A campaign to spread the word about fake medicines and their impact on people. Voices from the frontline and opportunities for actions. Visit [www.fightthefakes.org](http://www.fightthefakes.org) and contact us at [info@fightthefakes.org](mailto:info@fightthefakes.org).

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