Safeguard Your Brand
Avery Dennison Pharmaceutical Security Solutions

Drug counterfeiting is a growing problem both for pharmaceutical manufacturers and the patients they serve. When counterfeiting happens, manufacturers of these drugs experience damage to their brand image, sales and revenue.

**Brand Protection Solutions**
Pharmaceutical packagers and manufacturers must ensure that their products are secure and can be authenticated in all phases of the value chain, and thus determine whether packaging has been tampered with.

**Tamper-evident labeling solutions** leave visible evidence behind in the event of unauthorized access, alteration or replacement of the product. **Anti-counterfeiting labeling solutions** have hard-to-copy features, they’re also integrated with labels to enable authorities and/or consumers to tell between an authentic product and a counterfeit one.

The Avery Dennison Security labeling solutions can be created at three different levels of security:

- **Basic**
- **Advanced**
- **High-end**

**What’s new:**
**TAMPER EVIDENT ADHESIVE S788P**
S788P is broadening our tamper evident portfolio thanks to its balanced adhesive properties that result in successful fiber tear on different paperboard box/varnish combinations used in the pharmaceutical industry.

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Pharmaceutical counterfeiting cases have risen 800% in recent years¹

Approximately 50% of all drugs sold online are from non-approved FDA sources.²

In 2012, the WHO estimated the counterfeit drug trade was a $431 billion a year industry and growing.²

As many as one million people are dying every year from ingesting counterfeit drugs. The reality remains a deadly one.²

### Security Solutions Portfolio

<table>
<thead>
<tr>
<th>Spec#</th>
<th>Product Description</th>
<th>Width/Length (In./Ft.)</th>
<th>Location</th>
<th>Lead Time</th>
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<tr>
<td>19348</td>
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</tbody>
</table>

NEE= Neenah, WI  PVL=Painesville, OH  QTN=Quakertown, PA

### Security Applications:

- Medical Devices
- Pharmaceuticals
- Tax Stamps
- Consumer Electronics
- Food and Beverage
- Wine and Spirits

1 “The War Against Counterfeit Drugs”, Pharmaceutical Technology, 2011

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