

# Pharmaceutical Security Solutions

Safeguard Your Brand

With growth of customization and consumer convenience, more drugs are shipped directly to the end users. That creates additional challenges for tracking the drugs before they get to the end user. 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 on

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



Basic security features are provided for products containing security threads, holograms and other off the shelf solutions. For a more advanced level of protection, additional features can be added **and** customized.

High-end solutions offer companies the greatest level of protection. Label designers can incorporate unique components and customized security features into a label to identify and track products.



## Product Information

### Secure your future with Avery Dennison today

Our experienced sales and technical team will work closely with you to determine the specific needs of your pharmaceutical products. Profiling your exact requirements allows us to implement optimum security solutions that are intended to ensure your brand's compliance with applicable regulatory standards while aggressively counteracting drug counterfeiting and tampering.

Spec#	Product Description
<b>Tamper-Evident</b>	
19348	Fasson® Tamper-Resistant Litho/S814/40#SCK
<b>Frangible Film</b>	
60097	Fasson® 2 Mil Clear Acetate/S730/50#SCK ABC
77614	Fasson® Matte White Synthetic TE/S692N/1.5 Mil PET
<b>Void</b>	
78195	Fasson® 2 Mil Silver Void Polyester TC/S8015/50#SCK
78196	Fasson® 2 Mil Matte Chrome Void Polyester TC/S8015/50#SCK
<b>Sharp Tear</b>	
77964	Fasson® 3 Mil Clear MDO/S692N/1.2 Mil PET
77980	Fasson® 3 Mil White MDO/S692N/1.2 Mil PET
<b>Fiber Tear</b>	
B3585	Fasson® 2 Mil Clear BOPP TC/S717P/40#BG