

# INTRODUCING [Fraud.org/FakeRx](https://www.fraud.org/FakeRx)



A new resource by the experts at the National Consumers League educating consumers on how to **spot, avoid, and report counterfeit medications**

## WHY THE FOCUS ON COUNTERFEIT DRUGS, AND WHY NOW?

The counterfeit drug problem is global. The World Health Organization estimates that \$83 billion worth of counterfeit drugs are sold annually, and one in 10 medical products circulating in developing countries are substandard or fake.

The rise of Internet pharmacies – both legal and criminal operations – has brought the risks of counterfeit drugs home for any American shopping online.

And the opioid epidemic is a factor: according to the National Institute on Drug Abuse, counterfeit drugs laced with fentanyl (an opioid that is up to 50 times stronger than heroin and 100 times more potent than morphine) have been found in 46 states, killing people in 29 of them.



## FAKE DRUGS: A REAL RISK TO OUR HEALTH

Counterfeit drugs often look *identical* to the real thing—down to details, including a pill's size, shape, and color. This makes it very difficult for consumers to spot them and exposes consumers to drugs that could have devastating effects on their health.

Some counterfeit drugs are worthless for treating medical conditions, which can mean an untreated disease may keep getting worse. Or they may contain deadly substances that can cause serious harm or even death.

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## **HELPING CONSUMERS TAKE ACTION**

**Fraud.org/FakeRx** is designed to help people of all ages, genders, ethnic backgrounds, geographic regions, and income brackets become aware of the **risks** of counterfeit drugs, as well as:

- how to **reduce the chances** they'll come into contact with them;
- how to **spot** harmful counterfeit drugs if they do; and
- how to do their part to **report** them to the authorities fighting the problem.



## **CALLING ALL PARTNERS**

Thank you for helping us raise awareness about counterfeit drugs among your members, constituents, and allies. Here's what you can do to help **Fraud.org/FakeRx** get the word out:

**LINK TO US** | From your website

**USE OUR CONTENT** | In your social media channels

**FEATURE THE ISSUE** | In your electronic or print newsletters

**TALK TO YOUR EMPLOYEES** | Anyone who fills prescriptions is potentially at-risk

**REACH OUT TO US** | We can help offer training, speaking services, and more

**REPORT COUNTERFEIT DRUGS** | Encouraging consumers to share their stories can help others avoid harm

**LET'S WORK TOGETHER TO ENSURE THAT WE'RE KEEPING EVERYONE  
SAFE AND REPORTING COUNTERFEITS TO THE AUTHORITIES.**

**WWW.FRAUD.ORG/FAKERX**