INTRODUCING
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.
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