

## HOW TO USE THE LOGO

Each Member State of the EU has a national body that is responsible for maintaining a list of legally-operating online medicine retailers.

To stay safe when buying from a website, first, **look for the logo**. This clickable tool will appear on the websites of all EU pharmacies and medicine retailers that are registered with their national regulatory organisation. A legally-operating retailer is bound by law which ensures that the drugs sold are authentic.

Secondly, **click on the logo** which will take you to the website of the national regulatory authority corresponding to the flag displayed on the logo. Once there, **check** that the pharmacy is listed. Then **continue** with your purchase.

Each EU online pharmacy/retailer has to display the logo on its website. The flag used corresponds to the country where that pharmacy/retailer is established.

ARE YOU SURE IT'S SAFE?  
CLICK, CHECK, THEN CONTINUE



Click to verify  
if this website  
is operating  
legally

Falsified medicines can be ineffective at best and deadly at worst. The only way to be sure that the medicine you buy online is safe and effective is to take these three steps:

**CLICK THE LOGO, CHECK THE LIST, THEN CONTINUE.**

The logo tool is there to help you. Use it every time you buy medicine online.

BUYING MEDICINES ONLINE

THINK YOU KNOW

WHAT YOU ARE

GETTING?

False medicine can kill.  
Use the logo. Stay safe.

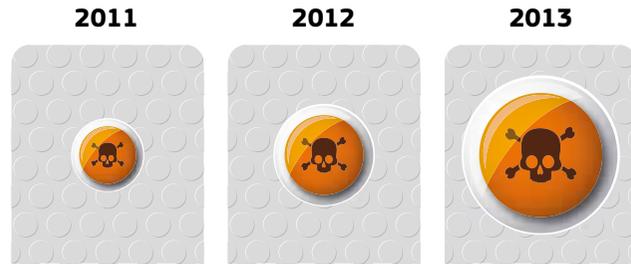
An initiative of the



Logo placeholder

# HOW TO STAY SAFE

## Illegal medicines, a growing problem



2.4 million pills

3.75 million pills

10.1 million pills

Number of confiscated counterfeit and illicit pills (in millions)

### What are illegal medicines?

Illegal medicines can be counterfeit or fake. Producers of counterfeit medicines try to make their products look exactly like the authentic version. However, because they enter the supply chain illegally you can't be sure where or how they were manufactured. In fact, according to the World Health Organisation, those drugs are very likely to be falsified.

**Fake medicines** are a significant health risk:

- they don't contain the active ingredient that is needed to make the medicine work, or contain a wrong dose of it;
- the substances that have been used to bulk up the product can be harmful, or even fatal.

## KNOW THE RISKS, USE THE SOLUTION

### Falsified Medicine – Know the Dangers

The danger is real. In 2012, American doctors bought a cancer drug from an online supplier established in the UK. When patients began to have painful side effects, the doctors became suspicious.

The medicine they had bought was fake and contained none of the cancer-fighting ingredient they needed. Many patients lost several months of their lives as a result.

### How can you tell if your medicine is safe?

Even doctors can be fooled by fake medicine. The only way to stay safe is to buy from regulated pharmacies/retailers.

All legally-operating pharmacies and retailers established in the EU will display the logo. You should always click the logo to ensure that the website is registered on one of the national lists of legally-operating pharmacies, or where the national law allows it, other retailers. That way you can be sure that you're buying safe, effective medicine.

## FAKE MEDICINES, REAL HEALTH RISKS

Fake medicines can lead to outbreaks of serious illnesses. For example, fake anti-tuberculosis drugs found in Europe were too weak to treat the disease. If ineffective antibiotics are used to treat tuberculosis, then this can lead to greater drug resistance and more widespread infection.

Contamination is also widespread in fake medicines. Fakes seized in Europe have contained rat poison, lead paint and boric acid.

