

# STOP FAKES. SAVE LIVES.

Discover our anti-counterfeiting packaging materials.



**LET'S SAVE  
LIVES TODAY.**



# PROTECT YOUR BRAND. SAVE LIVES.

Make sure your primary packaging is fake-proof.

Even the most refined secondary packaging won't reduce the risk of counterfeiting, particularly when it can be quickly discarded. If you focus on fake-proof primary packaging instead, the benefits are clear:

- **Brand integrity**  
Inspire confidence in your brands.
- **Social responsibility**  
Show your commitment to society.
- **Safer medication**  
Give patients the treatment they need.
- **Revenue protection**  
Make sure your business stays viable.

Constantia Flexibles offers a wide range of anti-counterfeiting solutions powered by outstanding technology, expertise, and processes. Focusing on primary packaging is your best bet for security, because it puts anti-counterfeiting features as close to the product as possible.

Learn more about our offering on our website:

[pharma.cflex.com/anti-counterfeit](https://pharma.cflex.com/anti-counterfeit)





# COUNTERFEIT MEDICINE: DID YOU KNOW?

**1**  
Every **45 SECONDS**  
a child dies of malaria.

**2**  
In the US, **ONLY 4%**  
of online pharmacies appear to be in  
compliance with pharmacy laws.

**3**  
Fake drugs make up  
**10–30%**  
of global medicines:  
less than 1% in  
some countries,  
over 30% in parts  
of Africa, Asia,  
and Latin America.

**4**  
In 2018, Pfizer identified  
**95 FAKE  
PRODUCTS**  
in 113 countries, up from  
29 fakes in 75 countries  
in 2008.\*

**5**  
**UP TO 30%** of medicines  
in developing countries are counterfeit.

**6**  
**700,000 PEOPLE DIE** each year because of fake  
drugs used to treat malaria and tuberculosis.

**7**  
Criminals trafficking  
fake drugs make  
**PROFITS  
10 TIMES  
HIGHER**  
than those trafficking  
illicit drugs.

**9**  
From antibiotics to  
pain relievers, more than  
**500  
VERSIONS**  
of fake pharmaceutical  
products are in circulation.

**8**  
Both  
**BRANDED  
AND  
GENERIC**  
products are subject  
to counterfeiting.

**10**  
India may have as much as **12–25%** of their  
supply contaminated with substandard and fake drugs.

**11**  
**30% OF  
COUNTRIES**  
have little or no regulation  
to effectively combat  
counterfeit medicine.



**Christoph Bonsmann**  
Pharmacist and action mediator board member, supporting  
the anti-counterfeit initiatives of Constantia Flexibles

“True health equity can only be  
achieved if we make sure that  
patients everywhere have access  
to good quality and affordable  
medicine. That is why we offer  
our pharmaceutical expertise as a  
medical aid organization to partners  
in the world’s poorest countries.”

**12**  
UNODC estimates the market value of  
fake antimalarials at over  
**USD 400 MILLION**  
in West Africa alone.

# INTRA

The integrated security feature in this lidding foil comes from a special design inside the foil, which is why we call it “INTRA”, Latin for “inside”.



- Can be used for all aluminum-based packaging materials
- High level of customization
- Uses the same packaging process as regular aluminum foil to accommodate validated process parameters
- Unique within the entire industry – security feature developed and produced in-house



# ORIGA

Lidding foils with this feature are destroyed upon opening and cannot be restored. This enables us to guarantee that the medication is in its original state, thus the name “ORIGA”.



- Tamper-evident feature is activated when the lid is peeled off the thermoformed tray
- This feature developed by Constantia Flexibles protects against illegal reuse
- The same smooth opening as conventional peel-to-open packs
- High level of protection for expensive products



# GRAPHICA

This anti-counterfeiting feature ensures a high level of security using complex graphical elements, which is why we call it “GRAPHICA”.



- Difficult to replicate thanks to special software and engraving technology
- The various graphical elements can increase security further when combined
- Wide selection of overt and covert graphical elements



# COLORA

We achieve a high level of security with these unique optical effects through the use of special inks and color reactions, hence the name “COLORA”.



- Strong experience with external security features renowned throughout the brand protection industry
- Cooperation possible with your security feature provider of choice
- UV/IR-sensitive inks with color reaction
- Taggants and markers with different readers
- Thermochromic or color-shift inks



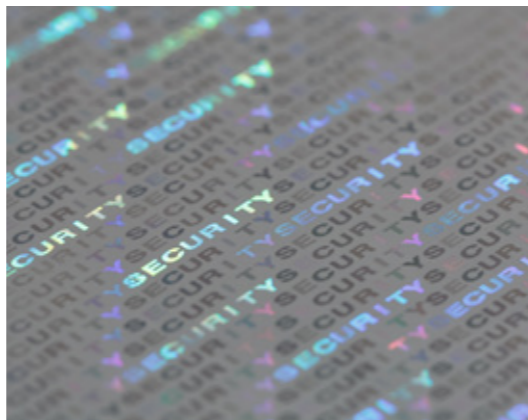


# MUTA

This feature offers protection with holograms on the primary packaging that change in appearance when the packaging moves. We call it “MUTA”, the Latin word for “changeable”.



- Consumer recognizes holograms as a security feature
- Colorful and eye-catching designs
- Complex converting process



# ANTI-COUNTERFEITING SOLUTIONS

FEATURES		SECURITY-LEVEL			READY TO MARKET		COST		
<b>MUTA</b>	Optical Variable Impressions	🔒	🔒	🔒		📅			📄
	Customised Security Foil			🔒	📅	📅		📄	📄
<b>INTRA</b>	Generic Security Foil			🔒	📅	📅		📄	📄
	Optical Variable Ink		🔒			📅			📄
<b>COLORA</b>	UV/IR Reactive	🔒				📅		📄	
	Taggants/Marker		🔒	🔒		📅		📄	📄
<b>GRAPHICA</b>	Micro Text	🔒				📅		📄	
	Security Patterns	🔒	🔒			📅		📄	
	Deliberate Errors	🔒	🔒			📅		📄	
	Complex Multi Color Designs	🔒				📅	📅		📄
	Hidden Graphics		🔒			📅	📅		📄
<b>ORIGA</b>	Tamper Evident Opening System		🔒				📅	📄	📄

Make your packaging even more secure: for increased protection we offer various combinations of all our anti-counterfeiting solutions.

Feel free to contact us for further information:  
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**People Passion Packaging**