

There are no foolproof processes or systems. There are, however, complexities within processes and systems that can deter the amateurs and not-so-sophisticated counterfeiters, diverters, and thieves. The objective is to provide safe, affordable drugs to patients while protecting the revenue stream for the brand or pharmaceutical drug owners. A secondary objective is to catch the bad guys and gals and put them out of business.

AUTHENTIX

There are many nanotech companies in the marketplace. One company—Authentix, Inc.—stands out in its ability to combine innovative nanoscale covert marking technology, industry-leading authentication expertise, and proven program management experience for its clients.

Authentix provides comprehensive authentication solutions for pharmaceutical, over-the-counter, and nutrition products as well as their packaging, and can help in tracking their source or intended use in distribution. Authentix takes a beginning-to-end approach, and provides fully integrated programs that enable manufacturers and pharmaceutical supply chain participants to protect their products in the ever-complex supply and distribution chains. Authentix helps its customers achieve results by placing nanoscale covert markers in the product and on multiple levels of the packaging. When fully implemented, this approach allows manufacturers to authenticate the display packaging, dispensing packaging, individual units, and the product itself as it moves through the supply chain from manufacture through retail and into returns and warranty.

These solutions are complementary to serialization technologies to enhance the manufacturer's ability to track and trace its products through the supply chain. In addition, through partner-provided fieldwork, Authentix is able to detect where, when, and how diversion or substitution of product occurs. By virtue of their work, Authentix solutions are used by many of the top pharmaceutical and life science companies in the United States and Europe.

As we mentioned, Authentix focuses on using multiple covert marking strategies to authenticate pharmaceutical drug products and their packaging to prevent counterfeiting and diversion. This way, the bad guys and gals can crack the code on one or two of the markers, thinking they have circumvented the authentication process—leaving them open to being caught in the process.