



**Fake
Medicine**

**Do you know what
you're buying online?**

Would you purchase prescription only medicine without a prescription? You are not the only one

The majority of Brits (60%) are becoming far more trusting of buying goods over the internet than they were 5 years ago... ¹

- More than 1 in 7 (15%) UK adults have admitted to purchasing prescription only medicine without a prescription¹
- What they probably don't know is that between 50-90%^{2,3} of all medicines sold on websites which conceal their address are fake – a gamble not worth taking
- 78% of doctors agree that people are risking their health, and potentially even their life by doing this⁴

So what are the real facts?

- Counterfeit medicines can contain harmful ingredients such as rat poison, boric acid and lead based road paint^{5,6}
- They can also contain too little or too much active ingredient – some contain no active ingredient at all^{2,7}
- Fake drugs can cause harm to patients and sometimes lead to death⁷
- It is often produced by people who have no appropriate qualifications in unhygienic surroundings^{8,9}

Think twice about the medicines you buy

Don't bypass the healthcare system to get your prescription only medicine quickly or cheaply – it's not worth the risk

For more information speak to your GP or pharmacist or visit www.realdanger.co.uk



References 1. YouGov Plc data, September 2009. Participants: 2076 adults. 2. WHO and IMPACT factsheet. Counterfeit drugs kill! Last accessed on 13.10.09 from <http://www.gphf.org/images/downloads/impactbrochure.pdf> 3. In-PharmaTechnologist News. Last accessed 08.10.08 from <http://www.in-pharmatechnologist.com/Industry-Drivers/The-global-disaster-of-fake-internet-pharmacies> 4. Medix UK plc (2009) Market Research Report: Counterfeit Drug Study 5. Solomon, S. BC Woman killed by fake drugs bought online. National Review of Medicine. 2007; 4:13 6. Pfizer data on file 7. http://www.who.int/medicines/services/counterfeit/impact/ImpactF_S/en/index.html 8. Pfizer data on file 9. European Alliance for Access to Safe Medicines: The Counterfeiting Superhighway, 2008, Medicom.

Date of preparation: October 2009
CA0639