



SPEAK UP ABOUT FAKE MEDICINES

**Marking 6 months since launch,
10 new partners join global movement against fake medicines**

Geneva, 6 June 2014 — Following the campaign's six-month anniversary, *Fight the Fakes* is proud to announce ten new partners, bringing the total number of member organizations to twenty-four. New partners, representing wholesalers, pharmacists, mobile app services and coalitions for consumer protection join a growing group of healthcare professionals, disease-specific organizations, research-institutes, product-development partnerships, foundations, non-profits and the private sector in coordinating efforts in the fight against fake medicines.

Fake medicines put patients and the general public at risk. People exposed to fake medicines believe they are receiving a genuine treatment, but instead they are getting potentially dangerous products that could increase resistance to real treatments, and cause further illness, disability or even death. Though it is a challenge to measure the scope of these dangerous products, the World Health Organisation (WHO) estimates that fake medicines can account for up to 30% of the drug supply chain in parts of Asia, Africa and Latin America.

Fight the Fakes partners believe that a comprehensive strategy to combat fake medicines requires an active participation that involves all stakeholders, leveraging competencies at local, national and global levels.

The ten new partners are the International Federation of Pharmaceutical Wholesalers (IFPW), the European Association of Pharmaceutical Wholesalers (GIRP), the Alliance for Safe Online Pharmacies (ASOP), the Alliance for Safe Online Pharmacy in the EU (ASOP EU), the Center for Safe Internet Pharmacies (CSIP), the International Pharmaceutical Students Federation (IPSF), Mobilium, the Partnership for Safe Medicines (PSM), PSM India, and the Pharmaceutical Security Institute (PSI).

"We all must work together to combat fake medicines, in particular illegal online drug sellers as the problem is too big, too lucrative for criminals, and too complex for anyone to be able to stop it alone. ASOP is proud to join *Fight the Fakes* as we are committed to working with others in order to protect patients globally" said Libby Baney, Executive Director of the Alliance for Safe Online Pharmacies. Mike Isles, ASOP EU Executive Director, added "It is estimated that 97% of online drug seller sites are operating in violation of applicable laws, and with 30,000 fake websites¹ out there targeting the European population alone on any given day this demonstrates is the extent of the problem that we are facing. Addressing fake medicines requires significant education and knowledge about the dangers. ASOP EU joins as a partner of the *Fight the Fakes* campaign to further contribute to raising awareness around this issue, so that people may keep themselves and their families protected."

"We are very excited to become a partner of the *Fight the Fakes* campaign," says Mark Parrish, IFPW President. "IFPW takes the problem of fake medicines very seriously and we are committed to continue securing the international supply chain so that fake medicines do not end up in doctors' offices, clinics, pharmacies, health centers, hospitals, and ultimately in the hands of the patients that need these life-saving treatments."

"IPSF believes that teaching pharmaceutical students about the prevalence and dangers of fake medicines is essential," says Radoslaw Mitura, IPSF President. "We're coordinating our efforts with partners of the *Fight the Fakes* campaign to equip the next generation of pharmacists with the knowledge and experience to combat the growing global problem of fake medicines."

Please visit www.fightthefakes.org and the Twitter page ([@FightTheFakes](https://twitter.com/FightTheFakes)) to learn more and to lend your voice to this growing global movement!

¹ www.legitscript.com



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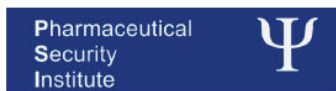
Standing *Fight the Fakes* partners: the Dutch Malaria Foundation, Fondation Chirac, the Global Pharma Health Fund (GPHF), International Council of Nurses (ICN), International Federation for Pharmaceutical Manufacturers and Associations (IFPMA), International Institute of Research Against Counterfeit Medicines (IRACM), Malaria Consortium, Medicines for Malaria Venture (MMV), NCD Alliance, the Roll Back Malaria Partnership (RBM), Sproxil, U.S. Pharmacopeial Convention (USP), World Heart Federation (WHF) and World Medical Association (WMA).

***Fight the Fakes* Joint Statement** is available [here](#).

For further information, please contact:

Morgane De Pol, Communications

Tel: +41 22 338 32 20 – E-mail : m.depol@fightthefakes.org



INFO@FIGHTTHEFAKES.ORG
WWW.FIGHTTHEFAKES.ORG