



Industry Partners Launch Times Square Ad to Protect Consumers from Illegal Online Pharmacies

The Center for Safe Internet Pharmacies ([CSIP](http://www.safemedsonline.org)), in partnership with the Alliance for Safe Online Pharmacies ([ASOP](http://www.safemedsonline.org)), released a public service announcement this week that will run in New York City's Times Square through January. The 520 square foot advertisement warns consumers to be cautious when purchasing prescription drugs online because it could be "gambling with your life".

The Center for Safe Internet Pharmacies members include leading Internet service providers that are proactively addressing the growing threat of illegitimate online pharmacies selling fake medicines to consumers. According to the National Association of Boards of Pharmacies (NABP), 97% of online pharmacies are illegal, meaning they do not comply with the U.S. pharmacy laws and standards. However, it is virtually impossible for consumers, or even physicians, to identify the difference between a fake and a legitimate pharmacy website.

In the last year alone, the World Health Organization has tracked 100,000 deaths from counterfeit drugs, but in some instances patients may be dying or suffering from unknowingly receiving falsified prescription medication. In fact, the types of prescription drugs being illegally sold are vital medications for treating high cholesterol, osteoporosis, high blood pressure and, in some cases, cancer and HIV/AIDS. It's an issue that the medical community is largely unaware of, and, unfortunately, it's often doctors who are directing their patients to Canadian websites or foreign online drug sellers to find cheaper medications.

For more information about where to safely buy prescription drugs online or to verify your pharmacy, go to www.safemedsonline.org.

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The Center for Safe Internet Pharmacies (CSIP) and our [13 member companies](#) have the shared goal of helping address the growing problem of consumer access to illegitimate pharmaceutical products on the Internet.

