Combating the Counterfeiting of Prescription Drugs

Patrick Ford
Senior Director, Americas Region
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Product Integrity Goal

It is the goal of Pfizer that
every patient who buys a Pfizer product
receives an authentic Pfizer product.

Pfizer Product Integrity Steering Committee

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Partnering with Enforcement Authorities

- Training Enforcement Authorities
- Developing Anti-Counterfeiting Strategies
- Developing and Providing Leads
- Verifying Lot Numbers
- Testing Products for Authenticity

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The Anti-Counterfeiting Environment

- Anti-Counterfeiting Laws
- Criminal Penalties
- Trademark and Patent Laws
- Customs (Importation) Laws
- Enforcement Capabilities, Priority
- Prosecution Capabilities, Priority
- Judicial Understanding
- Political Will

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Commandments

- Good Cases Only
- Build your reputation
- Follow the law, FCPA
- Be available, responsive, accurate
- Follow through to the end
- Be an expert or find one
- One way street, FGJ
- Results driven, no excuses
- No hidden agenda, feedback
- Be Patient, but follow-up

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Training Enforcement Authorities

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What is a Counterfeit?

Any non-authentic Pfizer tablet, capsule or packaging that <u>appears</u> the same as the authentic Pfizer product. A counterfeit product may or may not contain the same active pharmaceutical ingredient (API) as the authentic product.

United States 2003

North Carolina 2004

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Counterfeit Ponstan (Colombia)

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Packaging

Raid at Papyrus S.A.
Ciudad Del Este – Paraguay

February 11, 2009

Raid at Papyrus S.A.

(a printing operation used to counterfeit labels, packaging, and boxes of counterfeit goods destined for the Brazilian market)

Ciudad Del Este – Paraguay

February 11, 2009

Papyrus S.A. is a major clandestine printing operation for counterfeit packaging of multiple brand name products to be smuggled into the Brazilian market.

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Printing machine & templates used to print counterfeit IFCs and PILs for Viagra in Portuguese

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Counterfeit Individual Folding Cartons (IFCs) for Viagra 50mg

- Printed in Portuguese for Brazilian market
- Known counterfeit Lot number used on counterfeit IFCs

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Counterfeit Patient Information Leaflets (PILs) for Viagra in Portuguese

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Counterfeit IFCs & PILs, templates for other Branded Products of Lilly, Sanofi, Colgate, J&J, Russian product, Nokia, Motorola, Sony Ericson, DVDs and others.

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Drug Products

FABRICA TERRAMICINA IPIALES-COLOMBIA

MAQUINARIA INCAUTADA

IMPRENTA PARA MARCACION DEL ALUMINIO

Copyright© Pfizer 2008

MAQUINA TABLEATADORA

Copyright© Pfizer 2008

MAQUINA MEZCLADORA MATERIA PRIMA

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MAQUINA BLISTEADORA

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MATERIALES UTILIZADOS

PAPEL ALUMINIO

PLASTICO TERMOFORMADO

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Packaging

Raid in Ciudad Del Este-Paraguay

Raid on the house of Samir ESGAIB and false compartment used to store counterfeit packaging and branded products

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Boxes found in hidden compartment contained counterfeit Patient Info Leaflets (PIL) in Portuguese language for packaging of counterfeit Viagra 50mg for Brazilian market (20,000 PILs seized)

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Boxes containing counterfeit Individual Folding Cartons (IFC) in Portuguese for packaging counterfeit Viagra 50 mg for sale into the Brazilian market (2000 IFCs seized)

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Evidence seized at the warehouse of Samir ESGAIB by Prosecutor

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IPR Coordination Center

- Who:
  - Department of Justice
  - US Immigration and Customs Enforcement
  - Federal Bureau if Investigation
  - US Customs and Boarder Protection
  - US Department of Health & Human Services
  - Department of Commerce
  - US Postal Inspection Service

- Where: 2451 Crystal Drive, Suite 200, Arlington, VA 22202

- Contact:
  - IPRCenter@DHS.gov
  - (866) IPR-2060

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THANK YOU

Patrick M. Ford
patrick.ford@pfizer.com
(212) 733-3468

Wayne Roberts
wayne.roberts@pfizer.com
(908)901-6496

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