

How **FAKE** Medicines
Impact your Brand?



We hear that the pirated CDs are destroying the movie market. But nowadays, this piracy virus has crept into the **PHARMA WORLD** due to which the brands are really getting affected. This comes out as a threat to human health along with the health of any pharma company.

And in this, the Fake Drugs are not sold secretly but users are not aware that they are getting a fake medicine. So, one should check the ingredients and also other features confirming that it's the real one.

01 DANGERS OF FAKE MEDICINES





Using fake drugs may cause serious implications on any human body and in extreme cases, it may lead to death as well. At the same time, such medicines with poor qualities are destroying the reputation of the pharma industry. This leads to fiscal loss of the company and thus your business gets affected.

Also, users would stop buying medicines from that particular brand.

Usually, the price of those medicines is much higher than the cost required producing the drug.

Hence, it's important to take care that no fake drugs are coming into the market under the name of your brand. It can ruin your entire company and even the pharma industry would face serious difficulties, which will ultimately hamper the overall business condition.

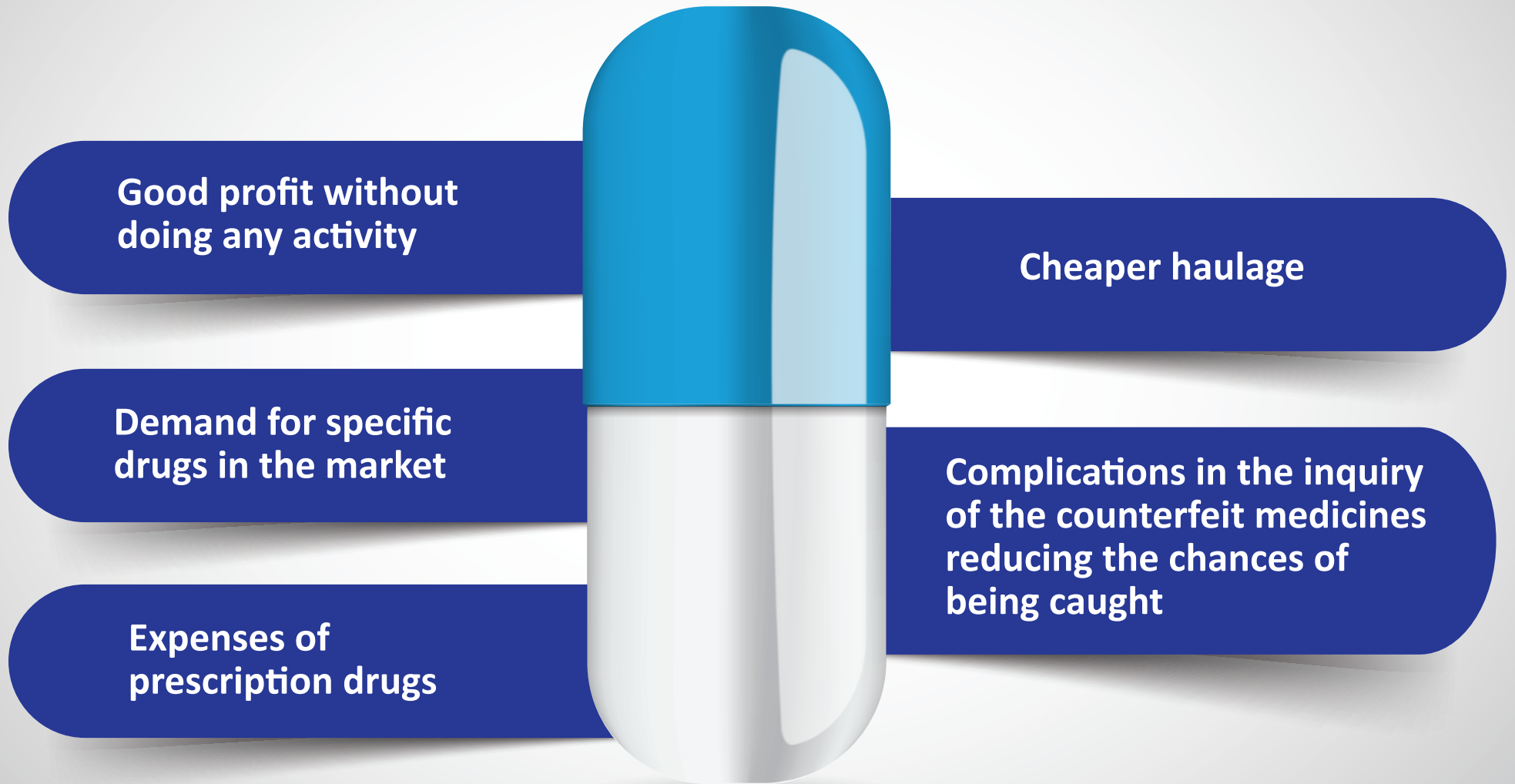
02 KNOW THE REASON

Sunk cost is the main cost involved producing the medicine. And sometimes, the research work is being carried out within a very short time and thus quality sharply drops for the medicine. This procedure is maintained via the patented cost of the medication over the counter.

A counterfeit medicine which is being offered at lower cost in many cases thus leads to significant loss of a pharma company.



Here are some basic causes of these counterfeit medicines:



03 OTHER IMPORTANT FACTS

And we all know fake medicines seriously damage the reputation of a pharma company leaving serious impacts, destroying their position in the market. Using these fake drugs, users never experience the desired results and thus they lose faith in the medicine, the doctor and even on the brand. The doctor also is unaware of this condition of fake drugs and thus marks it as the one, which is unable to produce immediate results. In this way, it reduces the trust factor on a particular medicine company due to which they face severe loss and their other products also get affected.



CONCLUSION

Along with damaging the reputation, such atrocious crime also weakens the activities of the legitimate brand, creating doubts and confusions among people's minds. If one drug loses its faith in consumer's mind, the other medicines of that brand also start losing sell which eventually impacts the entire company and make it difficult to stay in the industry.

Also, it affects the goodwill of the physicians and people may even lose trust on them, which comes out as a cause of serious concern. Hence, everyone including doctors, patients and pharma companies need to be aware of the genuinity of medicines available in the market.



About Lasersec Technologies

Lasersec Technologies is the leading manufacturer of holograms being used as an anti-counterfeiting device. We ensure a high-level secrecy and quality at each and every step right from production to delivery of products. We enjoy a wide network of branch offices in all the metro & major cities in India. We are also having business alliances outside the country in Bangladesh, Srilanka, Malaysia, Nepal, Europe & UK.

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