



3 Moot Reasons

WHY?

Fake Medicine

Business is Spreading Across Globe

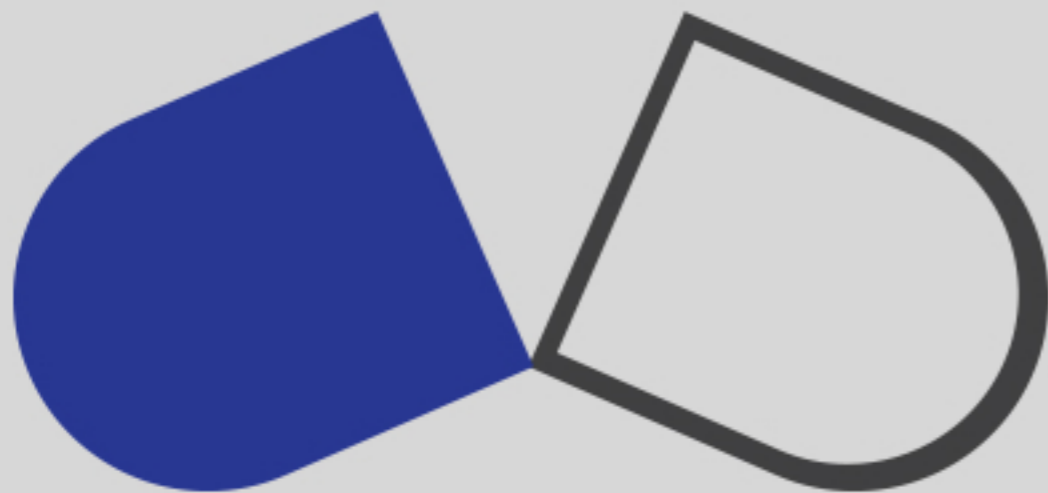
Counterfeit medicines are one of the biggest problems in today's world. The counterfeit drug market is booming and is getting out of hand owing to many reasons.



“It is a fact that several fake drugs actually go unnoticed”

However, patients have been the first ones to notice the change in the drug depending upon the smell, the taste etc.

There are several reasons why the fake drug nexus is a booming market and there is little control over it.





**Let's check - Top 3 reasons,
why fake medicine business
is growing so rapidly.**

1

NO INVESTMENT

It is very easy to crack the market and counterfeit medicines are the easiest to get away with in the illegal thread of the business.

A business that happens secretly, doesn't require any sort of investment and marketing activities. Such drugs simply enter the market secretly, under the veil, and then reach the consumers under the name of the original brand.

Hence the drug lords and the ones deep into the business heavily rely on the network that has been already established in the market and do not have to invest other than the ones that are commission based within the nexus.

This is one of the strong reasons why there are several who get attracted to this business.



Counterfeit drugs are a thriving business and with no need for any direct investments, the returns are plenty in terms of profits.

The drug distribution system is quite weak and hence owing to several loopholes in the system the business is thriving in huge profits.

The drug companies recover the commission in different ways depending upon how vulnerable the market is.

Huge disparities in drug prices are also responsible for this business to grow quickly.

2. HIGH PROFITS



3

ILLEGAL TRADING (in spite of strict laws)



The fake drug lords and business owners' do not pay much attention to the laws which exist to stop counterfeit drug businesses.

Hence though the laws exist, the transport of these fake drugs goes unchecked and these fake drugs can easily creep and crawl into the market without anyone having an inkling of it. There are very few drug inspectors to really monitor this illegal trading.

Though fake drug law enforcement can reduce the menace, the fake drug market is only growing in millions. Several drugs are sold over the counter at unbelievable cheap rates and no one suspects it.

It is a very dangerous situation and that no one even questions the fact that there is a difference between discounts and extremely cheap rates.

Fake drugs are the biggest curse we are facing today. Medicines- a thing that is meant to save lives has now been empowered to take lives and has become a matter of serious consequences. Fake drug markets are the biggest failure of humankind and a stigma that we have been witnessing



And, that's where pharma companies should go an extra mile to ensure that their brands get protected from any sort of duplicacy. This may require breaking set guidelines and setting new ones, but ultimately it will benefit the company, its brands and eventually the end consumer!

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