

Save Money Online
Without Killing Yourself.

Fake pharmacy websites selling
fake medicines. So What!

Michele Neylon



Who am I?

Michele Neylon

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- <http://mneylon.tel>
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- On most other social networks
- ..



Welcome to the Information Super- highway



Feeling Sick?
The internet has everything right?



Go Online – Great Bargain



Prescription Drugs Bargain Price?



The Facts...

97% of websites offering to sell
medicines are illegitimate



cheap viagra

Web

Images

More ▾

Search tools

About 47,600,000 results (0.09 seconds)

Cheap viagra || 24/7 Customer Support

cheapviagrafdm.com/ ▾

Buy generic **viagra** online >> Express shipping & discrete packaging, No Prescription Required - Buy Generic drugs at EXTRA LOW PRICES - Lowest Prices.

Order Cheap Viagra at the Best Prices - Free Delivery! Viagra With ...

www.gentleday.com/ie/products ▾

Cheap Viagra - SUPER FAST U.S. DELIVERY! Buying Viagra Online With No Prescription? Best rates on Generics or Brand tablets! Viagra Discount Sale.

Cheap viagra | Buy Generic Tabs Online

cheapviagraonlinefgf.com/ ▾

Cheap viagra for sale. Big Discounts & BONUS pills. Free US Shipping. Purchase viagra no prescription Here.

Cheap viagra 100mg

cheapviagra100mgx.com/

A description for this result is not available because of this site's robots.txt – learn more.

Online Pharmacies in the EU

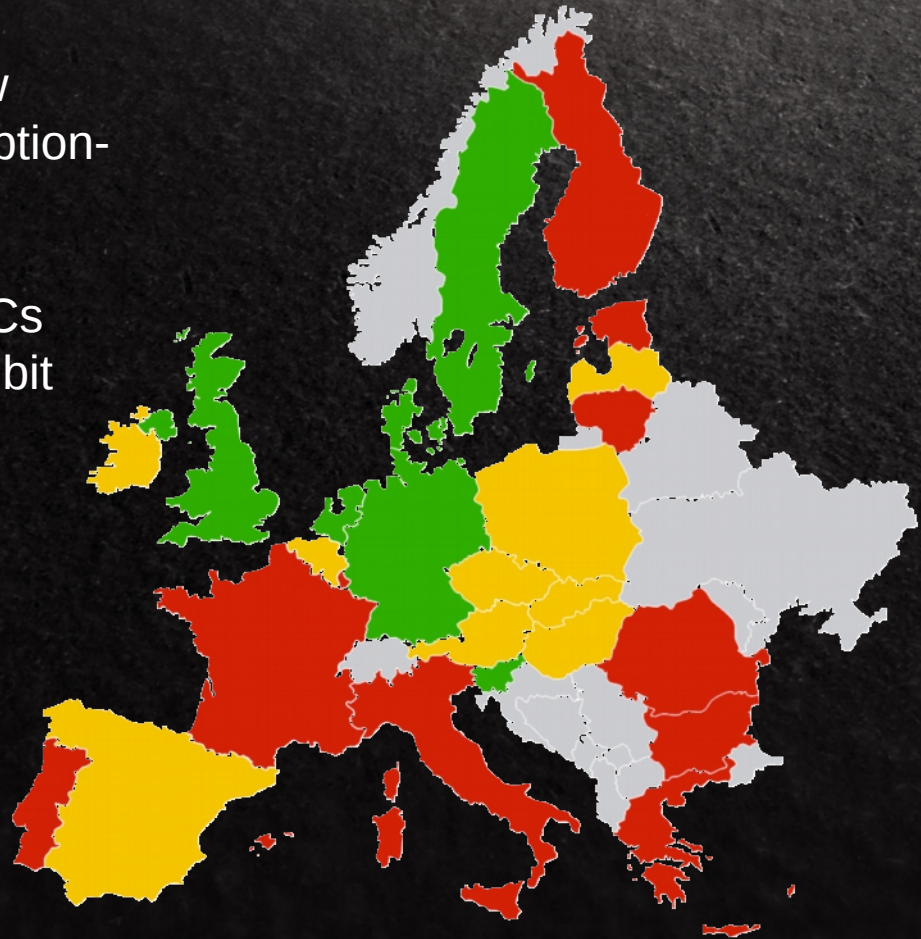
Only some Member States allow online sales of OTC and prescription-only medicines

Others allow online sales of OTCs only, while the majority still prohibit both

Both OTC and prescriptions allowed

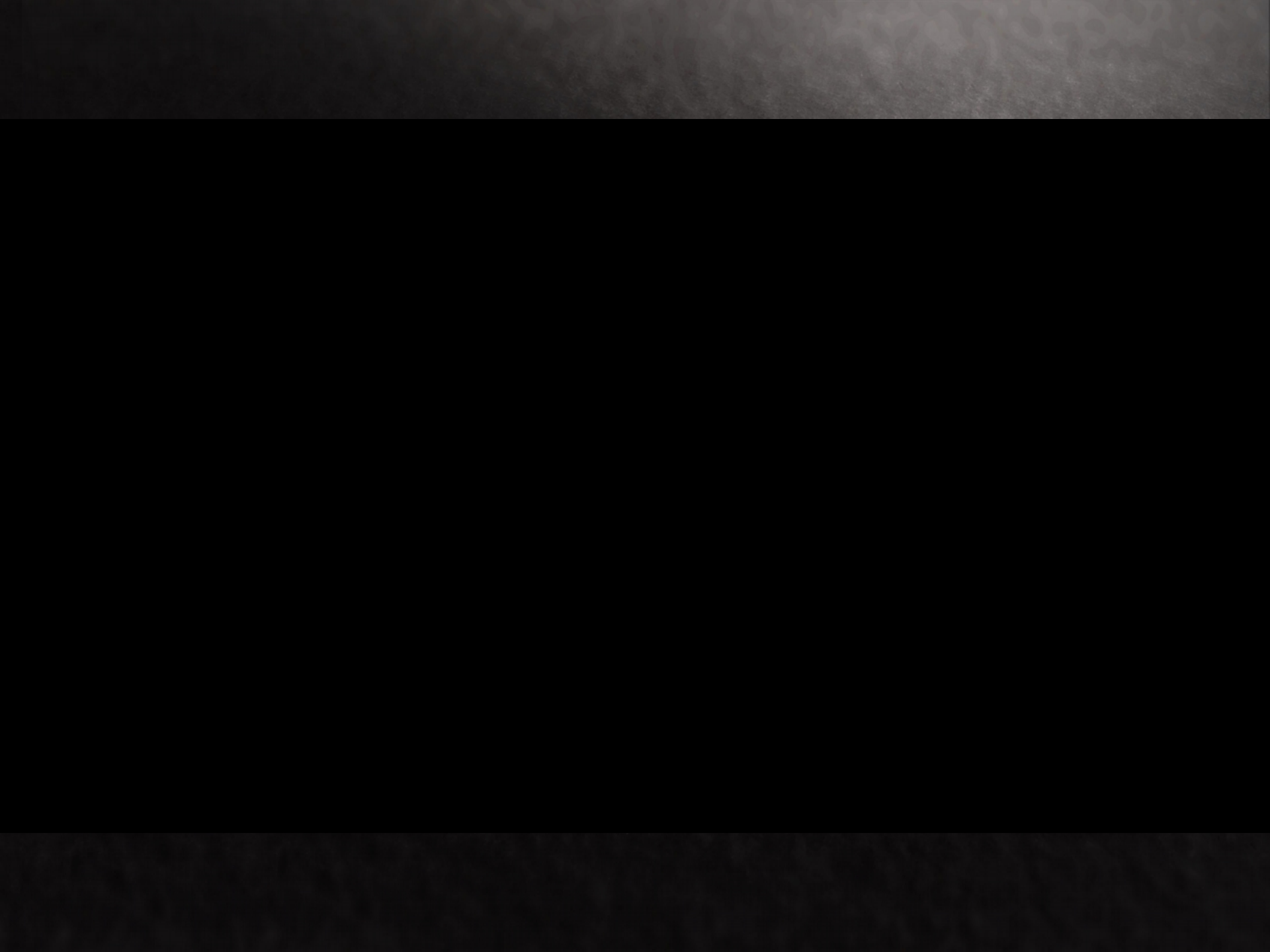
Only OTC allowed

No online sales allowed



Happy Pills!!!





The Facts...

(Rx) medicines sold online that
hide their physical address are
counterfeit (WHO)

Who just sold you those drugs?



Would you give money to a fake doctor?



The Facts...

23% of adult internet customers
surveyed have bought a
prescription medicine online

Basically killing yourself



But how is this happening?



The Facts...

At any one time there are **over 30,000 fake pharmacy websites** accessible by the European population

Isn't anyone doing anything?



The Facts...

**Seizures of counterfeit medicines
increased by 200% at express
consignment and mail facilities by
84% since 2007**

But it's a global business run by skilled criminals



The sites look professional....

The screenshot displays the homepage of MEDIZINDIREKT, a German online pharmacy. The header features the company logo, a teal navigation bar with links like 'Home', 'Rezepte', 'Medikamente', and 'Gesundheit', and a shopping cart icon indicating '0 Artikel 0.00 €'. A sidebar on the left lists medical categories under 'MEDIKAMENTE'. The main content area is divided into sections: 'MÄNNERGESUNDHEIT' with product ads for Cialis, Viagra, and Levitra; 'DOC ONLINE' for live doctor consultations; and a grid of health topics like 'Allergie', 'HIV', and 'Psychische Gesundheit'. A prominent banner at the bottom states 'KEINE VERSANDKOSTEN!' (No shipping costs). The footer includes a newsletter sign-up form and contact information.

MEDIZINDIREKT+
Ihr Partner in Sachen Gesundheit

Home | Rezepte | Medikamente | Gesundheit | Sonderangebote | Abverkauf

MEDIKAMENTE

- Allergie
- Antidepressiva
- Blutdruck
- Diabetes
- Epilepsie
- Erektile Dysfunktion
- Haarausfall
- Sexuelle Gesundheit
- Abnehmen und Diät

MÄNNERGESUNDHEIT [HIER KLICKEN](#)

- CIALIS** 20mg ab 21,99 €
- VIAGRA** 100mg ab 18,45 €
- LEVITRA** 20mg 10mg ab 16,99 €

DOC ONLINE

Sprechen Sie LIVE! mit einem unserer Ärzte um weiterführende Beratung und Hilfe zu bekommen, oder mehr über unsere Produkte zu erfahren.

KEINE VERSANDKOSTEN! Keine Minimum Bestellung erforderlich

Newsletter abonnieren Abonnieren Sie jetzt unseren Newsletter, um kostenloses Neugkeiten, Sonderangebote und Aktionen zu erhalten. [ABSCHEIDEN](#)

Service [Über uns](#) [Hilfe](#) [Weltweiter Versand](#)

The Facts...

- **Fake website** by the EAASM ran for **9 weeks** in **Germany**
- More than **360,000 hits**
- **3rd most popular online pharmacy**
- Conservative estimates of orders, **€35m sales**
- Estimated European sales are €1-3bn rising to €10bn by 2020

Lets have a hand count?



Action is needed



A new initiative to address the problem of
illegal online pharmacies

Inclusive, collaborative, determined

Partners of ASOP EU



ASOP ALLIANCE FOR SAFE
ONLINE PHARMACIES



European Federation of Pharmaceutical
Industries and Associations



EUROPEAN ASSOCIATION OF MAIL SERVICE PHARMACIES

European Federation of Neurological Associations



European
Depression
Association



The European Men's Health Forum



EUROPEAN SOCIETY
FOR SEXUAL MEDICINE

Observers of ASOP EU



Pharmaceutical Group of the European Union
Groupement Pharmaceutique de L'Union Européenne



Pharmacy

To join ASOP EU

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Buyers

Raise public
awareness &
education

Internet Stakeholders

Voluntary &
collaborative
actions to
disrupt criminal
activity

Policy & Legislation

External
relations with
EU
Institutions,
MEPs, Trade
& Professional
bodies

Enter the Internet Stakeholders

- Counterfeiters **do not operate door-to-door**
- You probably **don't have** a community counterfeiter
- They need you to find them - **online**
- They need you to pay them - **online**
- They need you to specify a **postal address**
- So that they can have your **fake medicines** delivered to you

WE CAN INTERRUPT THIS

You are not faceless



The Facts...

Over **27 million falsified medicines** were **seized** at EU borders in 2011

You don't get better with fake drugs!

A ACTION
C CHANGES
T THINGS



No Prescription Required?



Thank You ...

