

# Protect yourself

You should buy LEVITRA® only from providers you would entrust with your health!

// Never buy medicines from “private” suppliers outside of the legal supply chain. Do not accept medication which for example has been purchased for you by friends abroad or via the Internet.

// Be wary of providers who are willing to sell LEVITRA® without a doctor’s prescription to you. Online pharmacies that offer prescription-only medicines without a prescription are in most cases selling falsified medicine.

// Prepare for trips abroad and take enough medication with you. When on holiday, don’t buy medicines from markets stalls or street vendors.

// Do not accept packaging that is incomplete or not correctly configured for retail in your country. In case of doubt, consult your physician or pharmacist

It is not always possible to tell at first glance whether sellers are trustworthy. Help is available from different organisations and associations that can tell you more about the risks or if a seller of medicine is licensed and reliable.

## European Alliance for Access to Safe Medicines (EAASM)

[www.eaasm.eu](http://www.eaasm.eu)

## National Association of Boards of Pharmacy (NABP)

[www.nabp.net](http://www.nabp.net)

## European Federation of Pharmaceutical Industries and Associations (EFPIA)

[www.efpia.eu](http://www.efpia.eu)

## World Health Organisation (WHO)

[www.who.int](http://www.who.int)

# Get the facts

The information provided in this flyer is just an overview of the key features of genuine LEVITRA® product packaging.

A guarantee that LEVITRA® is genuine is, however, only possible after a more detailed examination. If you feel uncertain about the authenticity, you should ask your doctor or pharmacist for advice.

You can also contact the manufacturer Bayer:

### Bayer Customer Hotline

Tel.: +49 800 100 61 19

Fax: +49 180 120 01 01

### Website

[www.beware-of-counterfeits.com](http://www.beware-of-counterfeits.com)

### Contact

[www.bayer.com](http://www.bayer.com)

or directly via the contact form provided on the website

[www.beware-of-counterfeits.com](http://www.beware-of-counterfeits.com)



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# Beware of Counterfeits!



Identifying genuine Bayer products

# LEVITRA® Genuine Bayer Packaging

Bayer sells its drug LEVITRA® in different packaging all over the world. All packages have safety features that are relatively consistent and clearly identifiable. They are described below in this flyer.

Here you can see individual examples of different LEVITRA® packaging.



Only distributed outside Europe.

# The LEVITRA® safety features

Bayer protects its product LEVITRA® with different safety features. Some can be seen with the naked eye. It is almost impossible to successfully imitate or counterfeit all of them in a valid combination at the same time.

## A genuine packaging will have the following features:

### 1. Unvarnished area on the packaging

The “Bayer” wordmark or the name “LEVITRA®” runs continuously across the surface of the LEVITRA® box. It becomes visible if the packaging is tilt so light falls on it at different angles.

### 2. Variable colour on the blister

The continuously applied name LEVITRA® and the flame symbol are printed with special ink: It is either purple or green depending on the viewing angle.

### 3. LEVITRA® lettering on the blister

The name LEVITRA® is printed on the underside of the transparent plastic film. It therefore follows the contours of the film instead of running “flat” along the bottom of the blister.

### 4. Stamp on the Aluminium foil

Some LEVITRA® packaging have on one side of the blister aluminium foil or on the lid foil of the plastic bottle, Bayer crosses stamped alternately in bright and dark shades or “LEVITRA®” and the flame symbol stamped continuously.



Pictures by way of example



Safety features of LEVITRA®-packaging  
(further variants might be available)

### // Tamper evident closure

A genuine packaging always has a tamper evident closure.

### // Coding

In addition, many countries mandate to apply a code, often including a serial number, allowing to identify individual packages.

### // Additional important details

Basically, genuine packages are labelled with variable data (at least with batch code and expiry date).

## Beware of Counterfeits!

Counterfeit versions of Levitra®, in other words products with the same name that are purported to come from Bayer, have occurred.

Amongst others, the following batch codes were and are used for LEVITRA® counterfeits:

BXB8551	0027K79
2500K69	0026K69
0027K18	0027K81

LEVITRA® packages, blisters or plastic bottles with these batch codes and still valid expiry dates are counterfeits.

**Bayer is committed to fight against counterfeiting of its products and the involved criminals with respective means.**

Further information about **medicinal product counterfeiting** can be found at

[www.beware-of-counterfeits.com](http://www.beware-of-counterfeits.com)