

# Protect yourself

You should buy Mirena® 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 Mirena® without a physician'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.pharmacy](http://www.nabp.pharmacy)

#### 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 Mirena® product packaging.

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

You can also contact the manufacturer Bayer:

#### 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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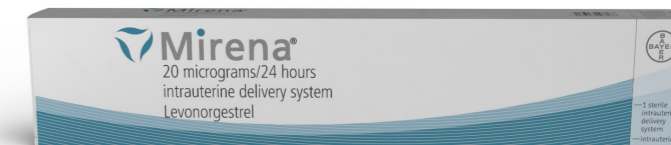
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## Mirena® Genuine Bayer Packaging

Bayer sells its drug Mirena® 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 an individual example of Mirena® packaging.



## Beware of Counterfeits!

# Mirena®

Identifying genuine  
Bayer products

# The Mirena® *safety features*

Bayer protects its product Mirena® 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 runs continuously across the surface of the Mirena® box. It becomes visible if the packaging is tilt so light falls on it at different angles.

### 2. Microprint on the packaging

The product name Mirena® together with the word “Bayer” is continuously printed in the black line on one of the panels (visible with a magnifying glass).



Safety features of Mirena®-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 (imitations) of Mirena®**, in other words products with the same name that are purported to come from Bayer, have not yet become known even not outside the legal sources of supply.

**Bayer is committed to put much effort into retaining this situation also in the future.**

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

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