Identifying genuine Bayer products

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.

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

**Contact**
www.bayer.com
or directly via the contact form provided on the website
www.beware-of-counterfeits.com

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

**National Association of Boards of Pharmacy (NABP)**
www.nabp.net

**European Federation of Pharmaceutical Industries and Associations (EFPIA)**
www.efpia.eu

**World Health Organisation (WHO)**
www.who.int

Bayer AG
51368 Leverkusen
Germany
www.bayer.com

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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 tilted 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.

Further information about medicinal product counterfeiting can be found at [www.beware-of-counterfeits.com](http://www.beware-of-counterfeits.com).