



## **ESAN – doubling up on security**

A new approach to anti-piracy that (almost) everyone will welcome.

For the pharmaceutical industry, product piracy is a serious issue that threatens both patients' health, and the profits of the companies who invest so much in developing effective medication. The more sophisticated counterfeiters become, the more important it is for manufacturers to 'raise the bar' regularly – by introducing new technologies that will foil the fraudsters' efforts (at least for a while).

Now Merck has helped to develop a new holistic security concept that will combat product piracy more effectively: ESAN\*. This 'virtual pharmaceutical product' uses a twin-level security strategy to make life difficult for counterfeiters. At first glance, ESAN looks like a conventional other folded box sample, complete with blisters, capsules, tablets and a package insert. Look closer, though, and you'll discover that both the packaging *and* the contents have been security-enhanced.

The **packaging** features numerous hidden and forensic security features from the Merck Securalic® product line. The security features are built into the 'ivy leaf' design element printed on the folded box. Securalic® products were also used for both two-colored blisters in UV flexo printing.

The **capsules** are coated and dyed with Candurin®, Merck's special range of mineral-based pearl effect colors. Candurin® is based on a natural silicate, and meets the international quality and security standards of the pharmaceutical industry. Its unique appearance is highly attractive – and very difficult to reproduce.

This combination of Candurin® pearl effect colors and Securalic® products plays an important role in making ESAN so secure. This new demonstration tool may be bad news for counterfeiters – but for patients and manufacturers, it's very good news indeed.

*\* developed in cooperation with Jura JSP, Weilburger Graphics, Schlüter, Chesapeake and Reproflex*

