

Summary of Testimony  
To be delivered by  
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One key element of any pharmaceutical safety strategy is the ability of consumers to distinguish authentic, properly handled drugs from counterfeit and improperly handled ones. Flex Products pioneered the use of optically variable pigment (OVP) or, as it is alternatively known, color-shift technology. OVP is used in U.S. currency and that of 89 other countries. Several of the top global research-based pharmaceutical companies use color-shift technology on leading brands of ethical drugs to protect against fraud.

There are four key benefits to color-shift technology. First, it enables easy and positive authentication by eye of genuine products. Second, it is adaptable to a variety of applications, such as labels, blister packs or closures. Third, color-shift technology offers each pharmaceutical company a design element in a secure channel that can be personalized to differentiate their product from other brands. Finally, the fourth benefit is that its cost is on a par, or less than, comparable security features.