



# SoteriaRx<sup>®</sup>

Protect Secure Smart



Uphold Your Brand Integrity  
Through On-Dose Authentication

From Core to Coating, Your Supplier of Choice<sup>®</sup>

Colorcon<sup>®</sup>



## Is serialization enough to protect your Pharma supply chain?

Counterfeit drugs are a major problem for the pharmaceutical industry and with the significant growth of illegal online pharmacies, patients are exposed to even more counterfeit products.

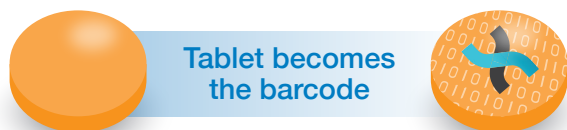
Serialization has drawbacks and it's been proven that packaging based security measures can be ineffective, as products can be separated from their original pack whilst the packaging can be reused, copied or resold across the globe.

## What's the Solution? ...Smart Medicines

Through a secure link between the physical and digital world, medicines are made smart with on-dose taggants that can be authenticated throughout the supply chain.

Product authentication with Colorcon is a highly resilient solution and provides a level of supply chain authenticity and transparency not previously available to the pharmaceutical industry.

Throughout the supply chain the tablet (or capsule) becomes the barcode; it's unique, digitally read and recorded, providing instant authentication. Novel mobile app enables patient level authentication of their medicine and engagement directly with the brand.



**Simple to Adopt** Direct application using new or existing Opadry® Film Coating System or Opacode® Printing Ink

**Easy to Authenticate** Taggants can be verified using smartphones or mobile readers

**Secure and Elegant** Tablet or capsule becomes an invisible barcode linked to a secure database

**Cost Effective** No capital equipment investment and minimal impact on tablet cost.

Meets the FDA Guidance in support of On-Dose Authentication\*.

- **Protect** company reputation and brand integrity
- **Secure** product and improve patient safety
- **Smart** medicines to connect with your patients

\*Ref: Guidance for Industry - Incorporation of Physical-Chemical Identifiers into Solid Oral Dosage Form Drug Products for Anticounterfeiting. <https://www.fda.gov/downloads/drugs/guidances/ucm171575.pdf> accessed April 2020

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## Deliver High Performance Products - with Colorcon

Choose Colorcon, leader in pharmaceutical solid oral dose solutions, as a formulation partner of choice in every phase of your product development.

### Film Coatings:

- Optimized formulations specifically for your application and regulatory needs including customized colors and color matching
- Innovative products for mechanical integrity, gloss, pearlescence and environmental protection
- Brand enhancement concepts, consulting and services to build a strong brand image and stand out from the competition.

### Formulation Technologies:

- Full range of functional excipients
- Technologies for development and production of delayed/enteric release and extended/controlled release tablets and multiparticulates
- HyperStart® service and extensive applications data to provide starting formulations to save you development time and cost
- Extensive formulation know-how and technical support to achieve the exact drug release profile desired