



# Soteria Rx™

Protect Smart Secure



Uphold Your Brand Integrity  
Through On-Dose Authentication

From Core to Coating, Your Supplier of Choice®

Colorcon® 

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

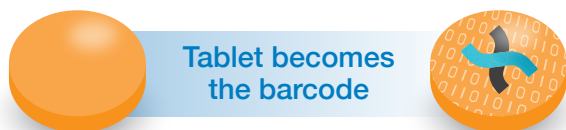
Counterfeit drugs are a major problem for the pharmaceutical industry. Serialization has drawbacks and can be reproduced with ease. It's been proven that packaging based security measures can be ineffective as the products can be separated from their original pack whilst the packaging can be reused, copied or resold across the globe.

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

The solution is a link between the physical and digital world, whereby 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.



### Easy to Integrate Authentication Service

Protects patient and brand integrity throughout the supply chain

### Simple and Elegant Solution

Tablet or Capsule becomes the barcode

### Practical Application

Simple addition to new or existing Opadry® Film Coating System or Opacode® Printing Ink

### No Capital Equipment Investment

If you coat or print you can simply add on-dose taggants

### Nearly Impossible to Copy

Code cannot be reverse engineered

## Summary

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

The digitalization of medicines represents a major step forward in the fight against unauthorized and illegitimate pharmaceutical production and an opportunity for regulators and industry to safeguard patients and improve supply-chain efficiency.

\*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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You can also visit our website at

**[www.colorcon.com](http://www.colorcon.com)**

## 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



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