

# Secure<sup>TM</sup> OTC

## SecureOTC ... Executive Summary

- Innovative Patent-Pending Package for OTC Medications
- Reduces Retail Pilferage and Stores Medication Safely
- Blister Card is Securely Sealed within the Outer Carton
- Medication Remains with Drug Facts and Instructions
- Ideal for Tablets, Capsules, Vitamins and Other Pills
- Fully Customized with Branding and Drug Information
- Accommodates a Wide Range of Blister Cavities



## Are Your OTC Medications at Risk for Pilferage and Misuse?

Packaging for over-the-counter medications can play a key role in thwarting pilferage and ensuring proper usage. While the practice of using blister cards in OTC pharmaceutical packaging is common, the blister card is typically an independent component and can easily be removed from its outer carton. In the retail aisle, pilferers can open the outer carton and remove the blister card, leaving the carton empty on the shelf. Also, most blister cards do not contain drug facts, dosage instructions, warnings and expiration dates; these vital details are commonly found on the outer carton. Since the premise of OTC medications is self-prescription and self-administration, the information printed on the carton is essential to proper treatment. When the medication is removed from the outer carton and the carton is discarded, whether intentionally through retail pilferage or unintentionally at home, the medication becomes subject to misuse.

## The Solution is in the Packaging

SecureOTC<sup>TM</sup> is an innovative, all-in-one packaging solution for over-the-counter medications. It is uniquely designed to prevent pilferage and misuse, providing unparalleled protection for pharmaceutical companies, pharmacies, retailers and consumers. SecureOTC consists of a brandable outer carton and blister card configured together as one package. Unlike traditional OTC medications, where the blister card is easily removable, SecureOTC locks the blister card within the outer carton. To open, the consumer lifts the back flap and pulls a zipper to access the blister card. This process allows the medication to be easily removed without damaging the outer carton. The carton remains intact and can be kept for consumer reference.

RF-EAS Source Tagging Sensors – including Sensormatic<sup>®</sup> and Checkpoint<sup>®</sup> – can also be applied during packaging production to further protect OTC medications from pilferage.



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## SecureOTC ... Stop Retail Pilferage and Promote Proper Drug Usage