Preventing Counterfeiting and Diversion of Health and Beauty Products

OPTEL™
Traceability technologies for a better world

Health and Beauty products

Compliance

Product Serialization and Authentication

CUSTOMER PROFILE

Our client offers leading-edge personal-care and beauty products. The company's products and ingredients are certified organic by the U.S. Department of Agriculture, MADE SAFE™, cruelty-free, and made with renewable energy.

CUSTOMER CHALLENGES

Unfortunately, as with many other industries, the beauty, health and organic industries face an increasing threat of counterfeiting and unauthorized distribution. Millions of counterfeit and potentially unsafe products are sold throughout the world daily to oftentimes unsuspecting consumers.

69% of consumers admitted to being **concerned about counterfeits** in the cosmetics industry. (Red Points, "Fake-up: Counterfeit cosmetics and social media")
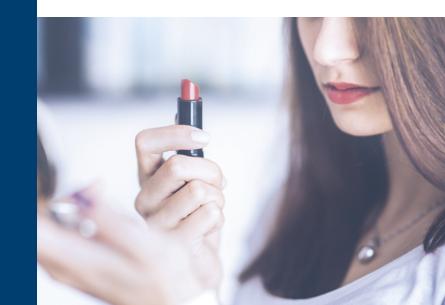
50% of consumers believe it is the **responsibility of brand owners** to remove fake items from online platforms. (Red Points, "Fake-up: Counterfeit cosmetics and social media")

Because the company valued transparency and felt a strong responsibility to protect customers from potential counterfeit or diverted product, it required a solution that could confirm the ingredients listed on the package were in fact the ingredients in the product. To combat this problem, the company sought out OPTEL's Verify Platform software to deploy a comprehensive solution to ensure products are authentic from the point of production until they reach the consumer and are not distributed to unauthorized retailers.

REQUIREMENTS

- Combat counterfeit and diverted products with a solution that is able to track individual products from the raw materials to the consumer

- Receive and easily access supply chain insights and reports that can help improve business processes

- Increase customer loyalty and create SKU-specific promotions

> Diversion in the salon channel and other channels we move through had become such a problem that we wanted a way to identify where our product was at any given point in the chain, from manufacturing to consumers in their homes.

THE SOLUTION

The company selected OPTEL's Verify Platform software for these reasons:

- End-to-end visibility
- Supply chain insights
- Real-time authentication
- Brand protection capabilities, production efficiency, supply chain insights and analytics

RESULTS

The health and beauty company implemented OPTEL's solution, which generated unique identifiers for each product, case and pallet. As product was tracked, the customer received real-time supply chain insights.

OPTEL's Verify Platform:

- Prevented counterfeit and/or diverted products
- Provided the customer with end-to-end supply chain visibility
- Produced supply chain insights generated from serialization data, including real-time 24/7 alerts
- Increased customer loyalty by allowing customers to verify the authenticity of their products while receiving points for future purchases

> OPTEL's Verify Platform offers a solution that allows our customers to feel **confident** that the **products** they purchase are **genuine products**.

CONTACT US

For more information on our traceability solutions for the cosmetics industry, visit:
optelgroup.com/cosmetic-industry/.

WHAT IS SERIALIZATION?

Serialization is the process of assigning a unique identifier to each product. The process allows tracking and tracing of a product's journey through the supply chain.