

Epic online technology meeting on special briefing focusing on Fake Drugs, Forensic Sciences and Anti-counterfeiting

How optical & digital technologies are managing the fight ?



E-FINGERPRINT : DIGITAL AUTHENTICATION SINCE 14 YEARS



Digital Authentication created in 2006 and industrialized since 2008

Signoptic® and Adfirmia™



Just in Pharma & Beauty :

+ 100 Cosmetics Brands

Protected across the world



+ 800M products

protected in 2019 in the P&B industry



+ 81 lines equipped

For the cosmetic industry



SIGNOPTIC® & ADFIRMIA™ : INDUSTRIALIZED FINGERPRINTING SOLUTION



- **PROTECT YOUR PRODUCT WITHOUT ADDING ANYTHING**
- **NOT DEPENDANT OF BARCODE AREAS TO IMPROVE PRODUCT SECURITY**
- **SMARTPHONE / MOBILE COMPATIBLE**



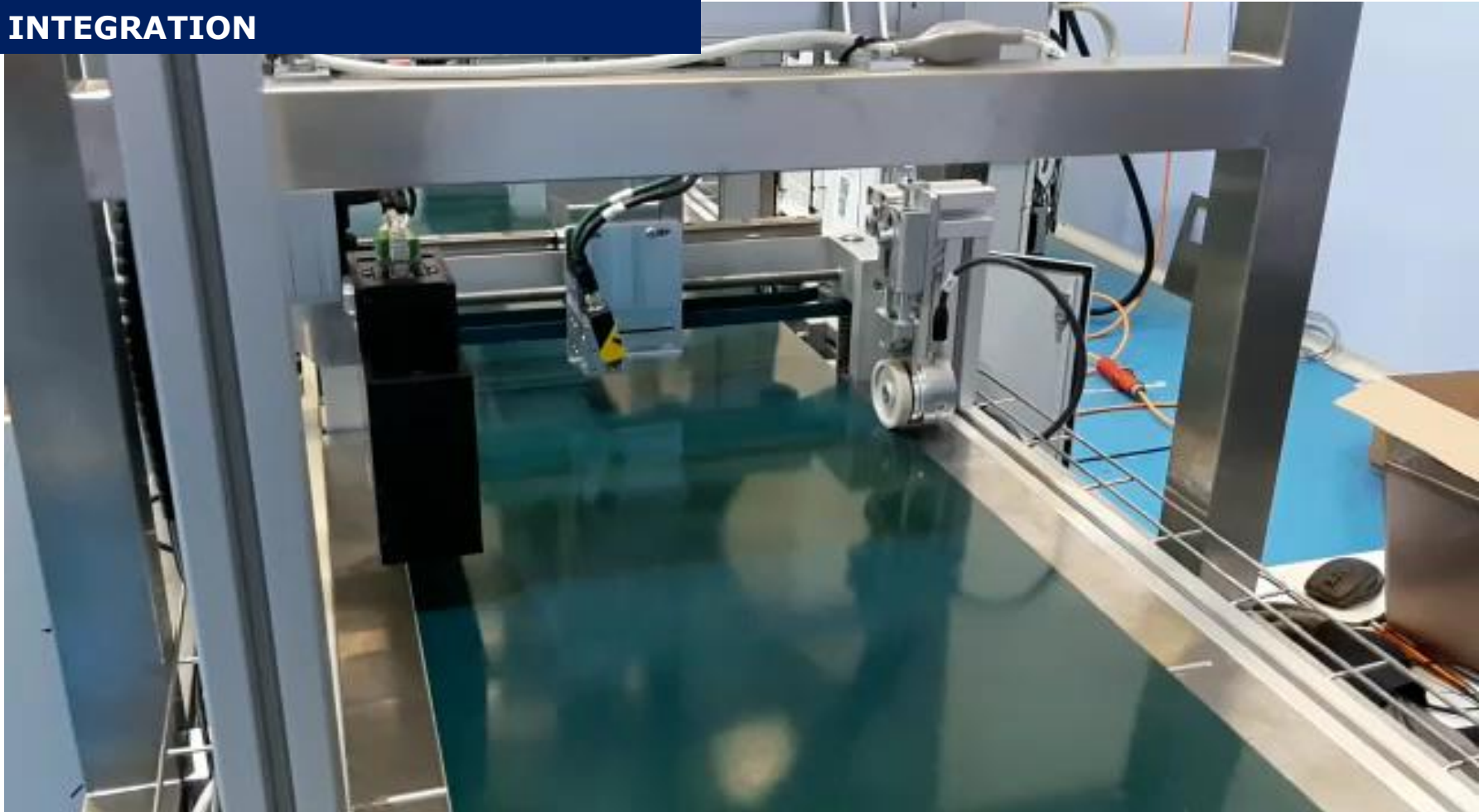
**Signature product A :
47596015760**

**Signature product B :
69506U19508**

As for **human's digital fingerprints**, two products can be differentiated based on the unicity of the hazards visible on a material
 Our solution converts via our **patented, proprietary digital fingerprinting algorithm**, these visible hazards into a **unique digital signature of the product**

EFINGERPRINT : IMPLEMENTATION SCENARIO

DIRECT LINE INTEGRATION



E-FINGERPRINT VERIFICATION WITH MOBILE APPLICATION

SCANNING STEP



USE OF ANY AREA ON PACKAGING

The solution can be integrated on any part of the packaging:

- **High security:** use of area not attacked such as the logo
- **Not dependent on the serialization code** that can be removed, esp. on grey markets
- Good **user experience** as the front side is usually scanned

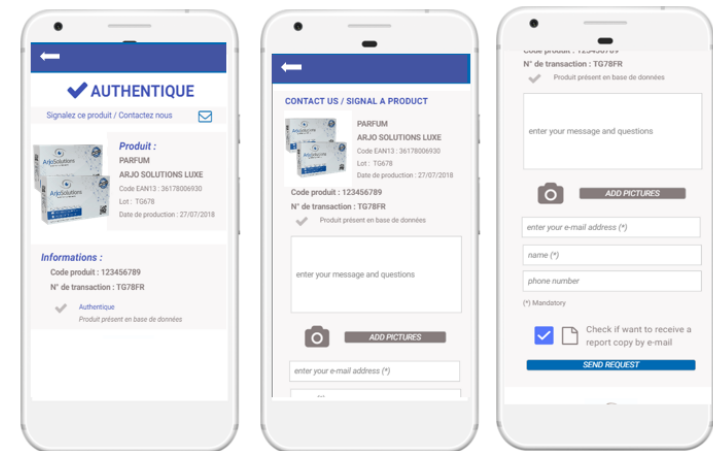
INSTANT VERIFICATION

- Counterfeit or not
- Grey market issue¹

DATA Collection

- Authentication / diversion result
- Place of purchase, price of purchase, Product pictures
- Reporting other suspicious products / information form the shop

INSPECTOR VERIFICATION



EFINGERPRINT : INTUITIVE AUTHENTICATION

SMARTPHONE SOLUTION



EFINGERPRINT : ANTI DIVERSION & ANTI COUNTERFEITING SOLUTIONS



Unique digital signature per product

Creation of unique digital identity / certificate for each product

- Permanent
- Highly secure – solution impossible to forge
- Directly from the product

Anti-counterfeiting solution

- Secure and certain authentication in seconds, using portable reader or a smartphone

Anti-grey market solution

- Pairing of traceability data with efingerprint signature
- Recovery of product traceability information – e.g. intended retailer – even if visible traceability code is erased

Data rich solution against illicit trade

- Real time reporting of products verifications
- Automatic alerts in case of product diversion

No impact on the product, no consumables

- Nothing added, digital signature created from a picture of the surface

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CAMILLE DISS

Arjo Solutions' CPO

Camille.diss@arjo-solutions.com

