



Join your brand with our campaign to protect consumers from counterfeits!



Be Safe Buy Real campaign is an annual anti-counterfeiting campaign that advocates for a safe, fair and fake-free world.



Counterfeiting thrives on a lack of public awareness. We can change this with your help!

## WOULD YOU LIKE TO BECOME A PARTNER?

We simply ask our partners to support our campaign by sharing:

1. our social media posts via your social channels
2. your organization logo
3. a short quote

Please note that there is no cost to become a partner.

For more information on how to participate in our campaign, please email [BeSafeBuyReal@ul.org](mailto:BeSafeBuyReal@ul.org).



## PARTNER COLLABORATION

We collaborate with our partners by jointly creating campaign materials including interview articles, infographics and videos.

**Don't let counterfeiters profit at the expense of your health**  
 Report insight by **Lorena Demery**, Director, International Property Rights and Consumer Protection, Trade Policy & Programs, U.S. Customs & Border Protection

**India's answer to counterfeiting and smuggling**  
 Report insight by **Anil Rajput**, Chairman, ICEE/CISAC

**How to spot counterfeit products online**

1. Buy from reputable stores and online sites. Check that a website looks genuine and that grammar and spelling are correct, especially of email and website addresses.

**Did you know counterfeit contact lenses may make you blind?**

**Unapproved, counterfeit and decorative contact lenses contain microbial contamination frequently found in hospital waste water!**

**7 tips to avoid counterfeit contact lenses**

- 1 Contact lenses are larger or smaller than they should be.
- 2 While wearing the lenses, you experience discomfort, redness or pain.
- 3 Contacts exhibit surface irregularities, bumps, uneven thicknesses or uneven edges.
- 4 Inconsistent surface alignment.
- 5 Vendor sold the lenses without requiring a valid prescription.
- 6 Retail decorative contact lenses unless prescribed by your eye care provider.
- 7 Purchase contact lenses only through your professional eye care provider.

**World Anti-Counterfeiting Campaign 2021**