

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.



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
 Expert insight by Lewis Dempsey, Director, International Property Rights and Consumer Protection, Trade Policy & Programs, U.S. Customs & Border Protection

India's answer to counterfeiting and smuggling
 Expert insight by Anil Rajgopal, Director, ICCC, C&B

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 can be a major cause of eye infections and eye damage. They can also be a source of microbial contamination, which can lead to eye infections and eye damage.

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. Brand/ 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