



Fighting **Fakery**

Fake medications are dangerous for the person consuming them and create major headaches for pharmaceutical companies. TruTag Technologies is trying to prevent counterfeiting with an invisible tag that marks individual pills with such data as manufacturing location and product number. “Counterfeiting is the biggest dirty secret that manufacturers don’t want to talk about,” says Kent Mansfield, president of TruTag. “We’re giving the basic ability to glean product genealogy.” The TruTag marker, which is similar to a barcode, is applied using a special coating during the manufacturing process. The tag isn’t visible to the naked eye, but a TruTag scanner can read the encoded information. Companies that manufacture consumer goods, pharmaceuticals, defense equipment and automotive parts are using the tags and readers to verify the authenticity of products. Mansfield says he wants to extend the technology to consumers so they can authenticate products for themselves.

—Lauren Brousell