

MIDDAY EXPRESS

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New EU logo to help patients avoid online sellers of fake medicines

From 1 July, all online pharmacies or retailers of medicines legally operating in the EU should display a new [logo](#) introduced by the [Falsified Medicines Directive \(2011/62/EU\)](#) to protect patients.

Europeans considering buying medicines online should look out for the logo on the webpages of an online pharmacy or other online retailer. The logo has a two-step verification process to ensure maximum protection from falsified medicines, which are usually ineffective, substandard and dangerous. When clicking on the logo, online shoppers should be taken to the national regulatory authority website which lists all legally operating pharmacies and retailers of medicines in a Member State.

To see what the logo looks like, and find out more about its use, see [IP/14/712](#) and the [webpage](#) created for the EU logo for online sale of medicines.

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