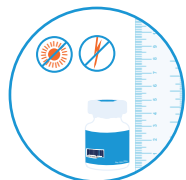




Taking good photographs of substandard-falsified medical product samples

Good photographs of a suspect sample are vital to identify substandard-falsified medical product (SFMP). A typical set of photographs includes one of each side of the sample, clearly displaying key information. When multiple photographs of multiple products or batch numbers are taken, it is essential to ensure that each photograph is appropriately labelled to match the correct product/batch number when sending the photographs. See [example 1](#) and [example 2](#).



Set the scene to ensure clear photographs can be taken

To ensure the key information will be clear in the photographs, set the scene with the following tips.

- Use a camera with at least 10 megapixels (most smartphones have this).
- Use a plain background and sufficient indirect lighting.
- Avoid reflections (e.g. disable the flash).
- Prevent blurry photos (e.g. auto focus, stable support and zoom if necessary).
- Include a graduated ruler next to the sample in frame (or another scale).
- Level camera close to and directly above the sample (no oblique views).



Photograph all sides of the packaging to capture key information

Depending on each product, packaging, shape, more than one photograph may be necessary. Take photographs of all sides of the packaging (front, back and sides) to capture the following information:

- product name
- active pharmaceutical ingredient(s)
- dosage strength and formulation
- batch number
- expiry and manufacturing dates
- name and address of manufacturer
- detailed views of key features, including any authentication marks (e.g. hologram, logo, barcode).



Check that all information is fully captured

To ensure that all the information is captured, also photograph, if available:

- registration number
- all the different layers of packaging and the patient information leaflet
- market authorization holder name
- import/export licence numbers.



Example 1. Capture maximum information

For the sake of simplicity, different elements are captured in a single frame below; it is better to take multiple photographs with higher definition to capture all details.

- 1 Product name, manufacturer name, registration number, and dosage clearly displayed

The example cannot show back of the box

- 2 Batch number and expiry-manufacturing dates in focus

- 3 Plain, non reflective background



- 4 Batch number and dates displayed on blister to compare with carton

- 5 Additional photograph needed for detail side view

- 6 Dosage form and primary packaging clearly displayed

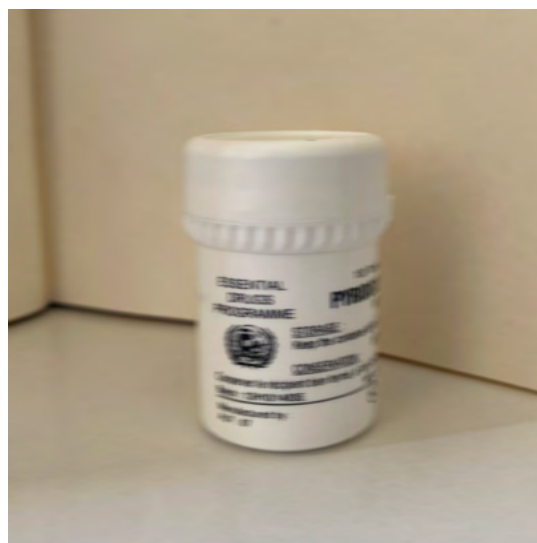
- 7 Graduated ruler for scale

Example 2. Ensure information is understandable

Importance of focus. The photograph below captures some of the key information (including batch number) but it is blurry, because the focus is on the foreground object.



Clear labelling. The photograph underneath is not associated with a product name and the information is useless because the name is hidden.



Importance of scale. The photographs below show how a product's size can be misleading if it is taken out of context or without indication of scale.

