



Secure the Supply Chain.
Safeguard Your Customers.
Protect Your Brand.

Prevent Counterfeiting & Diversion

Statistics show that health and beauty is a key sector for counterfeit and diverted products in the ever-expanding gray market. Cosmetics companies are increasing anti-counterfeiting measures to safeguard brand and customer safety as well as the bottom line. With numerous distribution channels—retail stores, pharmacies, salons, online, independent reps and more—there is significant risk. The challenge is finding a comprehensive solution that is:

- Covert, non-duplicable and secure
- Easy for supply-chain and retail partners to validate
- Affordable to implement

With True Authentication

Product authentication at the individual item level is the most effective way to secure the supply chain and ensure quality and safety. What if the barcode on your existing package could be used to verify each product at any point in the supply chain, from the factory to your customer?

UniSecure brand protection software empowers cosmetics manufacturers and brand owners to do just that. Each product becomes connected, giving partners and consumers the ability to confirm authenticity and engage with you about that specific item in real time.



How UniSecure Works

Printing is dynamic. Environmental and other input factors combine to produce small-scale variations or “noise” in printed data carriers. UniSecure intelligently analyzes these random, microscopic variations to create a unique signature, or e-Fingerprint, that cannot be reverse engineered or duplicated. This digital signature is then stored in the cloud for future authentication using a mobile app at any point in the supply chain.



Use Case Problem

A health and beauty company attempted to address its diversion issue by placing serialized QR codes on its product labels, in addition to UPC codes on the packages. The approach was cumbersome and gray market distributors were always one step ahead—marking or defacing the label so it could not be scanned.

Solution

The company engaged Systech. The existing QR codes were kept in place as a decoy. An eFingerprint of each UPC code was created and paired to the serial numbers, so that the products could be traced back to the independent representative who handled that exact item. The approach worked as planned and did not alter the existing warehouse process.

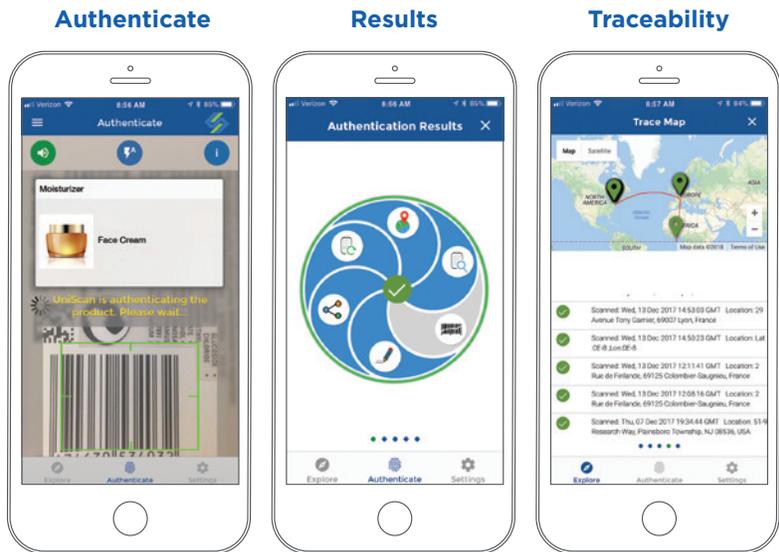
Designed for Easy & Flexible Deployment

UniSecure camera on packaging line creates e-Fingerprint

- Works with printed data carriers including QR codes and UPC, EAN and 2D Data Matrix barcodes
- e-Fingerprints stored on secure managed cloud

Smartphones perform authentication across the supply chain

- UniSecure mobile application available for download from AppStore and Google Play
- Software development kit allows customization to brand specifications and process flow



	UniSecure Solution	Additive Solutions
Package Changes	No	Most
Major Line Changes	No	Yes
Real-Time Authentication	Yes	Some
Non-Duplicable	Yes	No
Enables Customer Engagement	Yes	Some



Systech is a global technology leader in product verification and brand protection. For more than 30 years, Systech innovations have set the stage for supply chain best practices, supporting key brands across industries including pharmaceutical, consumer packaged goods, food and beverage, and life science.

Systech pioneered serialization. Today, it brings deep expertise in machine vision and packaging line inspection to deliver breakthrough anti-counterfeiting solutions—defining the future of product authentication.

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