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GSK Works With eBay, Others to Stop Counterfeit Alli Sales

GlaxoSmithKline (GSK) is working with eBay to remove online auctions of counterfeit Alli and inform consumers about potentially counterfeit product sold on similar websites.

eBay is removing auctions of the weight-loss drug Alli (orlistat) covered by the alert and asking sellers to review FDA communications to make sure they have legitimate Alli before relisting it for sale, Jack Christin Jr., eBay Associate General Counsel for Government Relations, told *DID* Monday.

eBay and GSK also are notifying Alli buyers about the counterfeit issues and posting information on eBay's general announcement board and food and healthcare items policy page, Christin said. The companies are working with the FDA to investigate the issue, he added.

Additional steps GSK says it is taking to prevent sales of counterfeit Alli include:

- Posting a prominent notice on the drug's home page;
- Setting up a toll-free hotline for consumers to call for more information;
- Notifying retailers and healthcare professionals about the issue; and
- Working with the FDA to release information on the counterfeit products, including pictures of both counterfeit and legitimate Alli.

The agency sent the pictures in its announcement last week that counterfeit versions of Alli were being sold through online auction sites and were found to contain sibutramine, the active ingredient in Abbott Laboratories' Meridia, which is contraindicated for patients with cardiovascular disease ([DID, Jan. 22](#)).

Besides those preventive steps, manufacturers can also help thwart counterfeit sales by proactively policing the internet, Dean Hart, executive vice president of NanoGuardian, a provider of anti-counterfeiting technology to drugmakers, told *DID*. For example, drugmakers can purchase their products from different sources to confirm authenticity, he added. — April Hollis