When you buy counterfeit products or pirated music, films or software your money is funding organized crime around the world and helping to create a low risk, high profit alternative to drug trafficking and other illegal businesses. Fakers are criminals costing you and your community money, security, and even safety.

Learn more at www.IBUYREAL.ORG

BUY REAL. Because fake products have real costs.

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Counterfeit products drain your community’s economic lifeblood by robbing legitimate manufacturers and retailers of sales and reducing the need for suppliers, shippers and other manufacturing support. Lower sales results in job cuts—maybe even yours.

Counterfeit medicines, brake pads, and even toys could cost the highest price of all—your life or the life of someone you love. Fake versions of these products and many more come with dangerous risks to your health, your safety, and even your life.

Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It’s up to you to put the fakers out of business. Stop buying counterfeit products.

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