



Protect your brand and customers from counterfeit

## How does it work?



- Each Transparency code is a unique alphanumeric non-sequential code that can only be generated and issued by Transparency.
- Transparency keeps track of every code along with the brand and the product for which it was issued.
- Brands enrolled in Transparency apply unique Transparency codes on every unit they manufacture.
- Amazon scans Transparency codes to ensure that only authentic products are shipped to customers. Units that fail Transparency checks are investigated for potential counterfeits.
- Units that are fulfilled by Amazon as well as those that ship directly from selling partners are subject to Transparency checks.
- Customers can use the Amazon Shopping app or the Transparency app to authenticate their products regardless of where they purchased them.
- Brands can choose to share rich unit-level information including manufacturing date, manufacturing place, and enhanced product information (e.g., ingredients) with their customers upon scanning.

## Benefits to Brands

- **Proactive Counterfeit Protection:** Amazon has implemented Transparency checks to proactively prevent counterfeits of Transparency-enabled products from reaching customers.
- **Authenticity Verification by Customers:** Transparency allows any customer to authenticate any Transparency-enabled product regardless of where they purchase the product (Amazon, other ecommerce sites, brick & mortar stores, etc.).
- **Customer Transparency:** In addition to enabling customers to authenticate products, brands can use Transparency to communicate rich unit-level product information including manufacturing date, manufacturing place, enhanced product information (e.g., ingredients).

## Product authentication using the Transparency app

