

**Question for written answer E-012903/2015
to the Commission**
Rule 130
Therese Comodini Cachia (PPE)

Subject: Falsified Medicines Directive

Since July 2015 all online pharmacies and retailers of medicines legally operating in the EU have been required to display a new logo introduced by the Falsified Medicines Directive (2011/62/EU) with a view to protecting patients.

To a certain extent, the responsibility is on the online consumer, who is asked to look out for the logo, which has a two-step verification process, on the websites of online pharmacies and other online retailers before proceeding with any online purchase.

Can the Commission elaborate on what information campaigns, if any, have been encouraged at Member State level to educate patients and consumers?

What enforcement mechanisms will be put in place and centrally supervised by the Commission through national authorities so as to ensure efficient and immediate action when a falsified medicine is detected?