



REAL PRODUCTS.  
**REAL TRUST.**

AIM®  
| EUROPEAN  
BRANDS  
ASSOCIATION





# SOME PARASITIC COPIES LOOK THE PART — **BUT SKIP:**

- ✓ SAFETY TESTING
- ✓ EU STANDARDS
- ✓ LEGAL ACCOUNTABILITY



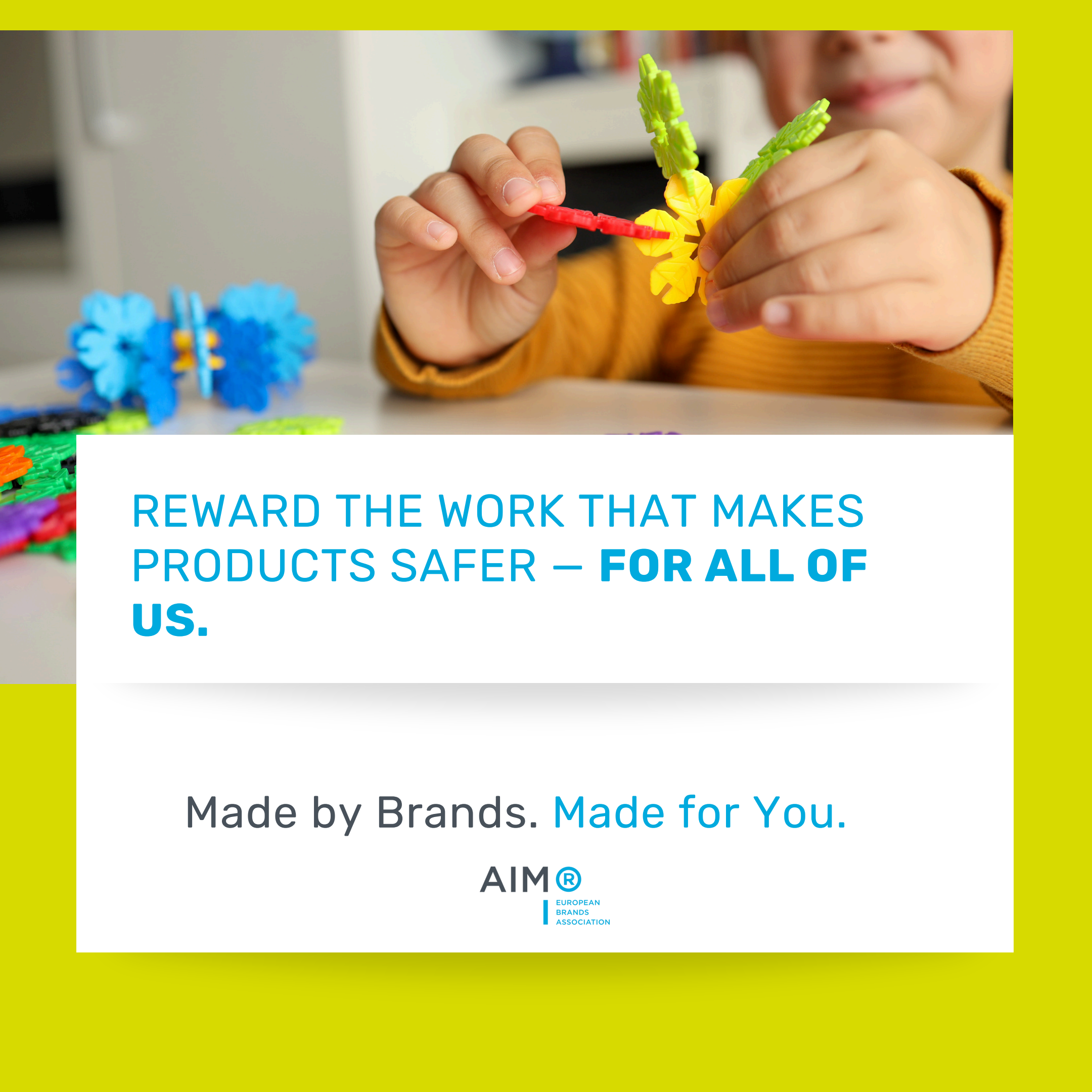




## COUNTERFEITING DOESN'T JUST **HARM** CONSUMERS. IT:

- ✓ UNDERMINES TRUST AND SAFETY
- ✓ REDUCES LEGAL JOBS AND TAX REVENUE
- ✓ HURTS INNOVATION ACROSS EUROPE





REWARD THE WORK THAT MAKES  
PRODUCTS SAFER – **FOR ALL OF  
US.**

Made by Brands. Made for You.

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