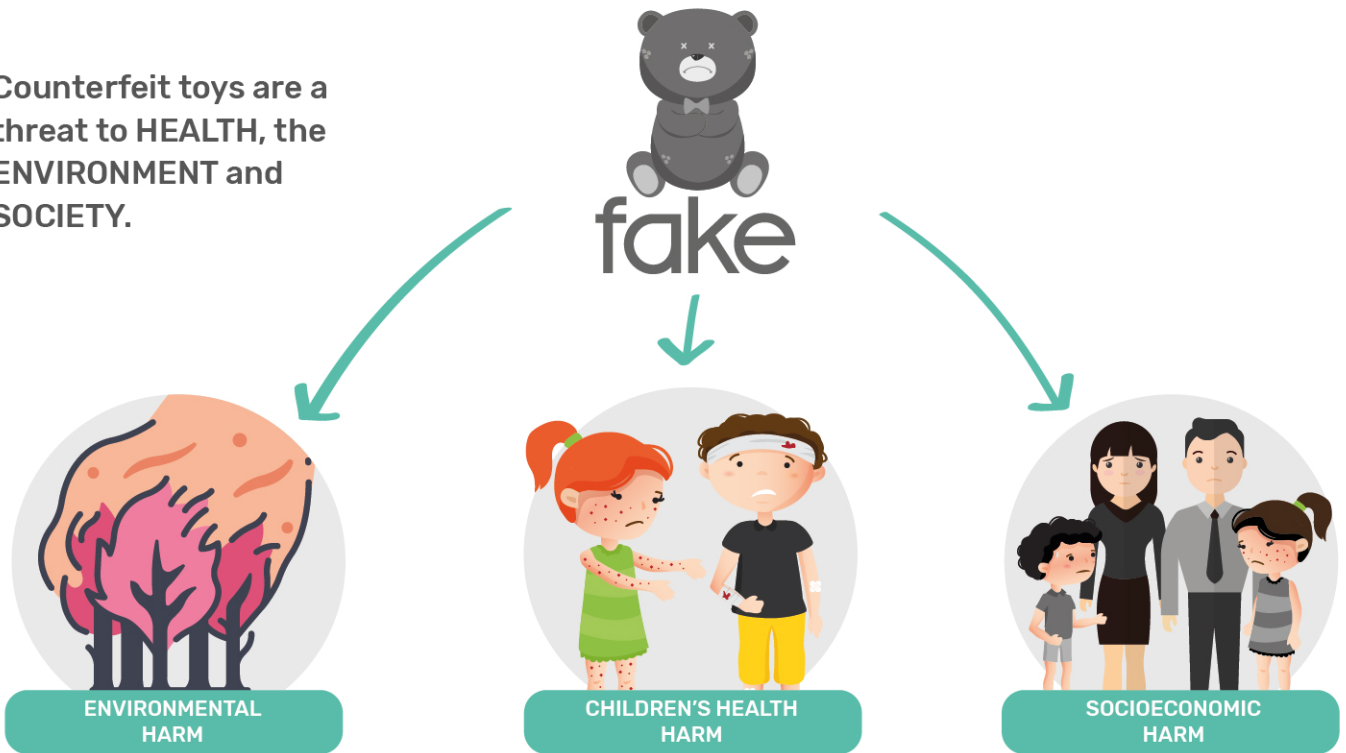


Counterfeit toys are a threat to HEALTH, the ENVIRONMENT and SOCIETY.



Harms the economy and society

original toy



counterfeit toy



<p>1. Toy companies</p>	<p>benefits → + work + R&D investment + sustainability</p>	<p>losses → - work</p>
<p>2. Other companies</p>	<p>benefits → + work</p>	<p>losses → - work</p>
<p>3. Administration</p>	<p>+ income → hospitals, schools, parks, pools...</p>	<p>- income → - hospitals, schools, parks...</p>
<p>4. Families</p>		

Did you know that...

→ toys are one of the **most counterfeited** products



→ in the field of toys, **brands and designs** are especially counterfeited



→ the **online market** has become the main distributor of counterfeit products



→ there are more counterfeit toys on the market during **Halloween and Christmas**



What is behind counterfeit toys?

Criminal organisations

Criminals counterfeit products to generate profits destined to other kinds of serious crimes, such as cyber attacks, drug smuggling, fraud or terrorism.



What can you do as a consumer?



As consumers, we have a super power. Our decisions can change things.



When we choose original toys from reliable companies, we are also choosing health, safety and wellbeing for all.

Supported by:

