



The INN on drug packaging: practical and safe!

Anthony hands his prescription to the pharmacist.

– “My doctor uses the INN – the international nonproprietary name – on prescriptions”, says Anthony. “Could you give me a product where I can clearly see the INN on the box?”

– “There you are. On this product the INN is clearly visible on the box, and it is also printed on each blister – the small plastic wells holding the tablets, under the aluminium film...”

That way, if you leave home with only part of the blister pack, you’ll still know what drug it contains.”

Anthony is happy: with the INN clearly visible at all times, he is sure of taking the right medicine at the right time.

Placing the INN on drug packaging reduces the risk of error

The INN (International Nonproprietary Name) is quite simply a drug’s real name. Created by the World Health Organization (WHO), the INN system is used throughout the world. It allows healthcare professionals and patients to identify a drug precisely and with confidence, and to avoid potentially serious adverse effects due to confusion between drugs. With the INN, everything is simpler, clearer and more precise.

Ask your doctor and pharmacist to explain the INN system



“The INN campaign: a drug’s real name”: explanations and other materials produced by the Medicines in Europe Forum are available from the following websites:

–Association Mieux Prescrire (www.prescrire.org)

–Fédération Nationale de la Mutualité Française (www.mutualite.fr)

–Union Fédérale des Consommateurs Que Choisir (www.quechoisir.org)

The INN, a drug’s real name: leaflets are available to download for free at www.prescrire.org, along with explanations of the reasons for using the INN and the (rare) drawbacks.