CLAIMS

1. A packaging material (1, 11) for a pharmaceutical product having a coloured element (2, 12) which at about 38ºC discolours partially, revealing a marking (2, 12'), wherein:

a) said coloured element (2, 12) is formed by a first portion, which forms said marking (2', 12') printed with a conventional ink, and by a second portion (2'', 12'') printed with a thermochromic ink;

b) said thermochromic ink is coloured below about 38ºC and becomes colourless when said temperature is reached or exceeded;

c) said first portion (2', 12') and second portion (2'', 12'') are arranged so that said first portion (2', 12') is invisible below about 38ºC, but becomes visible when said temperature is reached or exceeded; and

d) said packaging material (1, 11) is a box (1) or a paper present in the packaging of a pharmaceutical product

e) said first portion (12') and said portion (12'') of said coloured element (2, 12) are situated alongside each other;

f) the colour of the thermochromic ink is, below about 38ºC, as similar as possible to that of the conventional ink and when the first portion (12') has spaces without conventional ink, the second portion (12'') of the coloured element (12) also covers said spaces.

2. The packaging material (1, 11) according to the preceding Claim 1, wherein the thermochromic ink is of the reversible type.

3. The packaging material (11) according to claim 1 or claim 2, wherein said pharmaceutical product is an antipyretic drug.

4. A method of producing a packaging material (1, 11) for a pharmaceutical product having a coloured element (2, 12) which at about 38ºC discolours

partially, revealing a marking (2', 12'), the production of said coloured element (2, 12) comprising the following steps:

a) obtaining a packaging material (1, 11);

b) printing said marking (2', 12') thereon using an ink of the conventional type;

c) applying a thermochromic ink, which is coloured below the temperature of about 38ºC, but becomes colourless when said temperature is reached, so that said marking (2'', 12'') is substantially invisible below said temperature, but becomes visible when said temperature is reached or exceeded,
wherein said packaging material (1, 11) is a box (1) or a paper present in the packaging of a pharmaceutical product
wherein said first portion (12') and sais second portion (12'') of said coloured element (2, 12) are situated alongside each other;
wherein the colour of the thermochromic ink is, below about 38ºC, as similar as possible to that of the conventional ink and when the first portion (12') has spaces without conventional ink, the second portion (12'') of the coloured element (12) also covers said spaces.

5. The method according to Claim 4, wherein the thermochromic ink is of the reversible type.