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(54) Title: PHARMACEUTICAL PRODUCT TRACKING

(57) Abstract: Pharmaceutical product packaging is characterised by having disposed thereon or therein coded data including a number of coded data portions, each coded data portion being indicative of an identity of the pharmaceutical product. The coded data may be read by means of a sensor which emits and receives radiation. Preferably the coded data includes a variety of information unique to the pharmaceutical product contained in the packaging. The coded data enables the packaging to be tracked and authenticated when used with an integrated system of sensors and computer databases.

