

ABSTRACT

The present application provides a product having dual layer identification codes, a product traceability and anti-counterfeiting authentication method and apparatus. The method includes: receiving a query request sent from a user by scanning a first identification code on a product; providing basic information, a logistic state, and user scanning information of the product matching the first identification code to the user; receiving an authentication request sent from a user by scanning a second identification code on the product; and providing an anti-counterfeiting authentication result of the product matching the second identification code to the user. By the present disclosure, the anti-counterfeiting effect can be guaranteed on a basis of reducing a difficulty in user query.