

HAUTE LIVING

Luxury Brand Hires DNA Sciences to Enforce Authenticity



Posted By Jillian Lobato on January 29th, 2010

Applied DNA Sciences has signed a supply agreement with an international luxury brand (we don't know which one yet) to provide signature DNA makings for its products. What this does is that it uses DNA from plants to mark the products, making it impossible to pass off a copy as an original. This is a huge step forward for preventing fakes, because the authentication can be easily done with a hand held device. The process guarantees not to impact the quality or affect the manufacturing of the products. In exchange for the exclusivity of this service, the secret luxury brand has committed to a minimum number of purchases for each year of the five-year agreement. We can only wonder which brand this could be.