



## **Genetics tapped to protect goods from counterfeiters**

FRAUD: Company announces it will add DNA to luxury products

By QMI AGENCY

Last Updated: 8th January 2010, 4:49am

A New York state-based company has announced it will be adding genetic material to some high-end products.

Applied DNA Sciences, based in Stony Brook, N.Y., said it has reached an agreement to supply a European luxury goods company with DNA markers to protect its products from counterfeiters.

The company said the agreement was for a five-year period. Applied DNA would not identify the luxury company, saying only that it's a global business headquartered in Europe with several product lines.

"Premier brands are using DNA both to protect their brand and to offer customized products for individual customers," Applied DNA president and chief executive James Hayward said in a release.

"Proof of authenticity is a central tenet of brand integrity, and there is no better proof than DNA."

Counterfeiters cost the luxury goods industry millions of dollars in lost revenue each year as consumers buy everything from fake Louis Vuitton bags to Hermes scarves and Prada sunglasses.

Applied DNA uses botanic DNA, which cannot be copied. The processed DNA solution can be incorporated into fabrics, dyes or glues to create a unique genetic identity for the product.

Applied DNA didn't give financial details of its accord with the European goods maker. It said it will receive a fee for each authentication mark purchased and an additional fee each time it is called on to authenticate the product.

The technology is being used by an increasing number of companies seeking to protect their products from copies, company spokesman Janice Meraglia said.

"We are doing plenty, including a lot of work with wineries on bottles and labels," she said.