



A-CAPP CENTER SUPPORTS PSA FOR FRAUDULENT PPE

THE MSU A-CAPP CENTER PARTNERS WITH HSI FOR PUBLIC SERVICE CAMPAIGN

EAST LANSING, MI — The Center for Anti-Counterfeiting and Product Protection, or the A-CAPP Center, at Michigan State University has partnered with the Department of Homeland Security Investigations (HSI) to inform decision makers and consumers about the flood of fraudulent Personal Protective Equipment (PPE) on the US market.

Fraudulent and counterfeit PPE, such as gloves, masks and testing kits, have flooded the US marketplace during the COVID-19 pandemic. These products are inferior, potentially harmful, and do not offer the same level of efficacy as genuine items.

Fraudulent PPE items mimic the appearance of properly produced authentic items and make it very difficult for the consumer to determine whether the product is official or not. Counterfeiters see the demand for PPE during the pandemic and use it as an opportunity to produce and sell their fraudulent items to fill the gap in supply.

The guiding principle of the campaign is that now more than ever we all must be alert and watch for inferior and fraudulent goods such as masks, gloves and testing kits.

An A-CAPP Center Advisory Board Member, Phillip Morris International (PMI), also supports this campaign.

***About the A-CAPP Center at Michigan State University:** The A-CAPP Center is an independent, interdisciplinary evidence-based hub whose activities focus on research, education and outreach designed to assist in protecting brands and products of all industries worldwide. The A-CAPP Center falls under the College of Social Science. Learn more at a-capp.msu.edu.*

***About the College of Social Science at Michigan State University:** Our Science transforms the human experience and inspires leaders. We are working to advance engaged learning and societal well-being through academic excellence and top tier research. Learn more at socialscience.msu.edu.*

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