



# Seven Tips for Preventing Grey Market and Counterfeit Product Risks

**Please use this as your check list to protect your practice and your patients from unapproved and counterfeit products.**

- 1. Only buy products from 3M's authorised distribution channels, and always vet new dealers that solicit your practice.
- 2. If you have a question about whether a distributor is legitimate, please contact 3M directly and ask. Call 3M Customer Service:

**Australia**

Customer Service

1300-363-454

[3M.com.au/dental](http://3M.com.au/dental)

**New Zealand**

Customer Service

0800-808-182

[3M.co.nz/dental](http://3M.co.nz/dental)

- 3. Avoid deals that are “too good to be true.” They usually are.
- 4. Be wary of any business that makes it hard to talk to a real person or who is not upfront about how they can be contacted.
- 5. Train your staff who handles purchasing of supplies: Make sure they know who they are buying from, and that they are not compromising quality in their pursuit of cost reduction.
- 6. Provide your Staff with a list of your favourite brand's authorised distributors. Teach them to work with authorised distributors to find offers that work for your budget.
- 7. Keep the idea of cost reduction in perspective. Saving on your supply expense is minor when you consider the value of your business and your reputation.



**3M Oral Care**

Bldg. A, 1 Rivett Road  
North Ryde, NSW 2113,  
Australia.  
1300-363-454

94 Apollo Drive  
Rosedale Auckland 0632,  
New Zealand.  
0800-808-182

[www.3M.com.au/dental](http://www.3M.com.au/dental)  
[www.3M.co.nz/dental](http://www.3M.co.nz/dental)

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