



**Comprehensive protection  
system against illicit products on  
the internet**

**Report October 2025**



**We process more than 150,000 contents and find**

**3,918 Alerts**

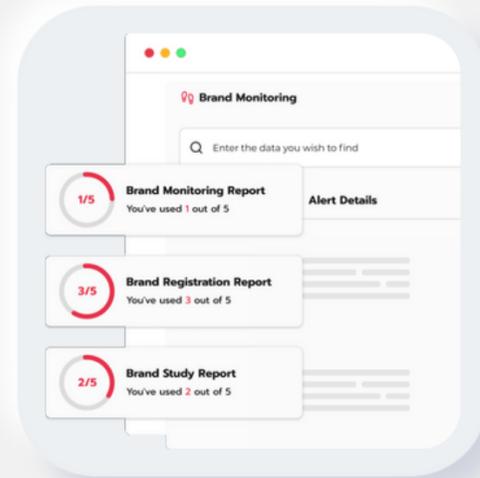
**In Colombia**

# Process flow



Alerts generated

3,918



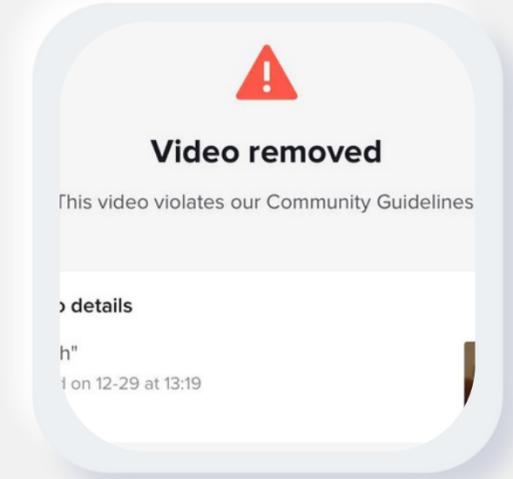
Investigations initiated

1,216



Deletion requests

92

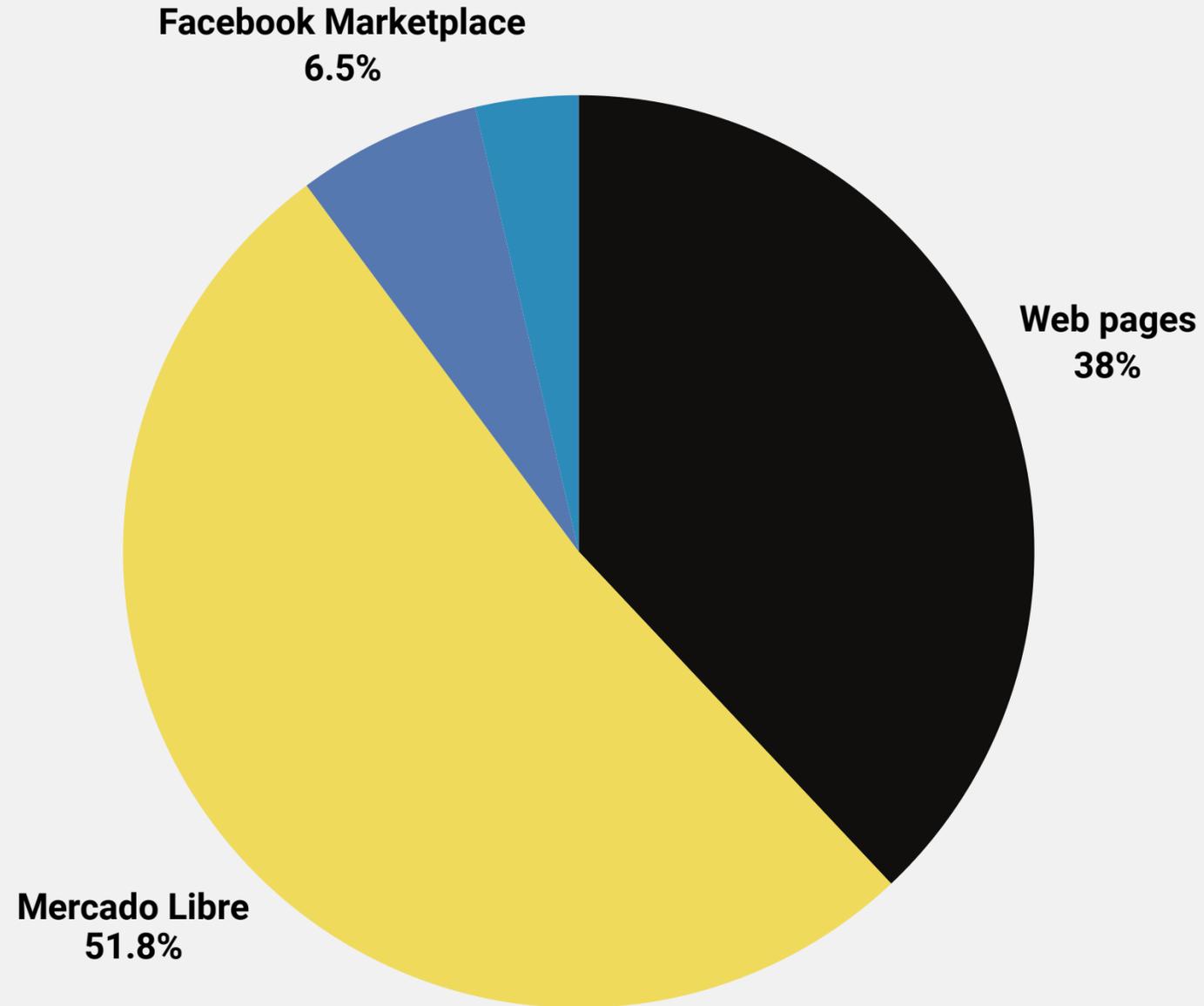


Effective deletions

92

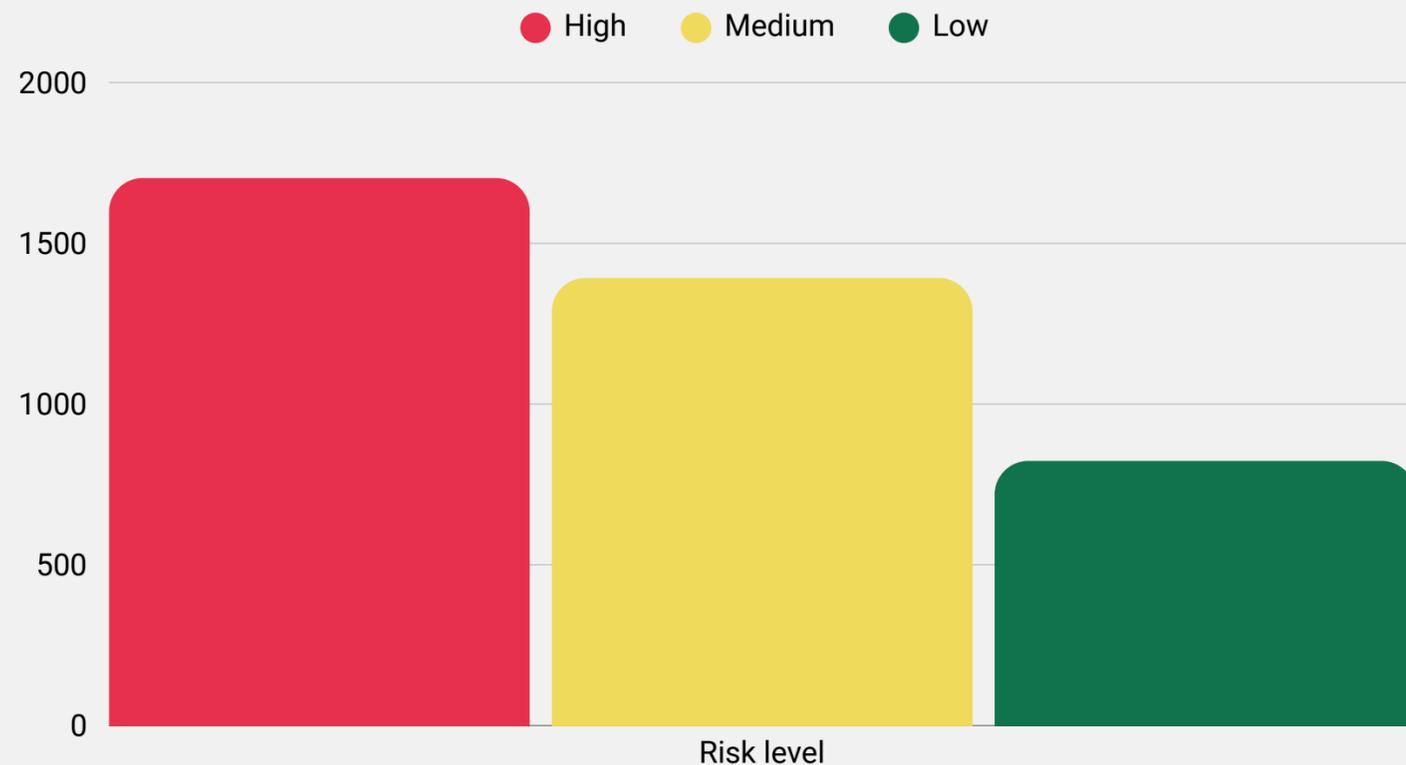
**100% effectiveness in removal**

# Platform Analysis



- Dominance of “Others” and Mercado Libre: The categories “Others” and “Mercado Libre” (including “Mercadolibre”) represent the majority of the entries. The combined total of “Mercado Libre” and “Mercadolibre” is 2,015, which suggests a wide variety of sources or a consolidation of data under these labels.
- Presence on Social Media and E-commerce: Platforms such as “Facebook Marketplace,” “Instagram,” and “Amazon” also show a notable presence, indicating that these are important data sources for the analysis.
- Platforms with Fewer Entries: “Ebay,” “TikTok,” and “Facebook” have significantly fewer entries compared to the main platforms.

# Number of items by risk level



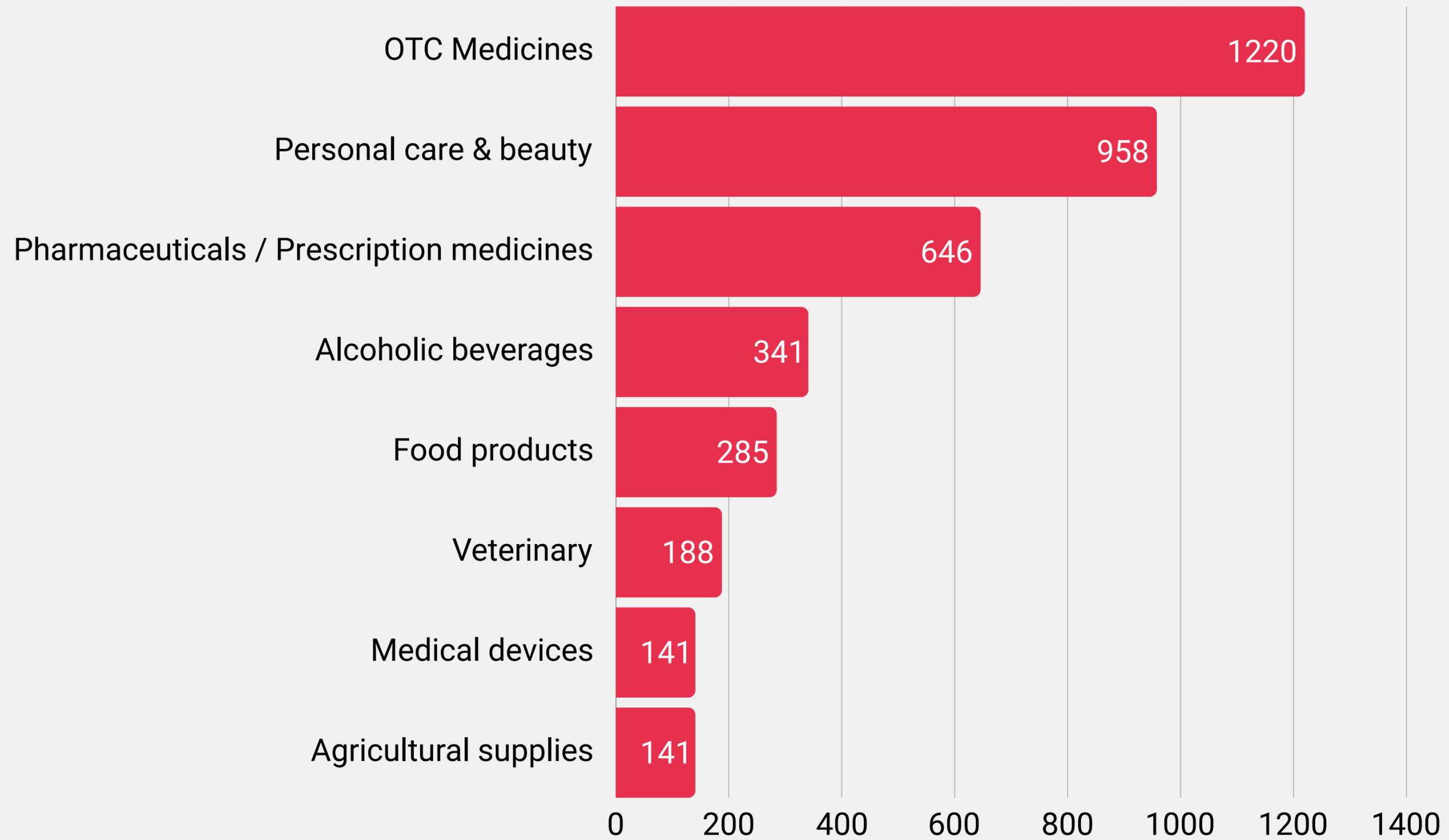
**The vast majority of findings correspond to high risk,** which confirms the severity of the problem and the need for immediate intervention. **In contrast, the medium and low levels represent a minimal proportion,** showing that the current digital ecosystem is concentrated mainly in serious risks with high impact for both the patient and the brand.

# Anomaly Matrix

Anomalies	Type	Risk level
Abnormal packaging	Packaging design, Packaging design from another country, Security seals, Specification, Packaging information, Overlaid or altered label, Serialization.	High
Price out of range	Price outside the average range, Price in a different currency	High
Unauthorized channel	Digital platform, Seller, Units available	High
Incorrect information	Listing information	Medium
Authorized channel control	Publication control	Low
	Information control	Low

The assignment of the risk level is carried out based on a predefined anomaly matrix. Each identified listing is analyzed against these criteria and, depending on the number and severity of the anomalies detected, it is classified into a specific risk level.

# Content by industry



# Cases

mercado libre | medicamentos | en todo Mercado Libre | NIVEL 6 \$ 24.900 /MES CON DESCUENTOS EXCLUSIVOS + Disney+ INCLUIDO

Ingresa tu ubicación | Categorías | Ofertas | Cupones |  **NUEVO**  Supermercado | Moda | Vender | Ayuda / PQR | SIGNA TE... | Mis compras | Favoritos

Salud y Equipamiento Médico

**Medicamentos**  
6.512 resultados

Llegan hoy

**FULL**  te da envío gratis  
En carritos desde \$ 60.000

**COMPRA INTERNACIONAL**   
Miles de productos del mundo a tu casa

Envío gratis

Categorías  
Cuidado de la Salud (5.745)  
Suplementos Alimenticios (62)  
Movilidad (384)

Promocionado  
Atrévete a experimentar nuevas sensaciones  
Bienvenido a CeroTabú  
[Ir a la tienda >](#)

Energizante Con Extractos Naturales...  
Potenciador Martillo Orig 550ml  
Potenciador Masculino Natural

Ordenar por Más relevantes

**Compra en SUPERMERCADO**   
Arma un carrito de productos Full y ahorra en envío.  
[Ir a Supermercado >](#)

**Advil**   
GRIPA Multisintomas  
SINTOMAS DE LA GRIPA 72 CAPS  
\$ 156.955  
Advil Gripe Multisintomas X 72 Cápsulas

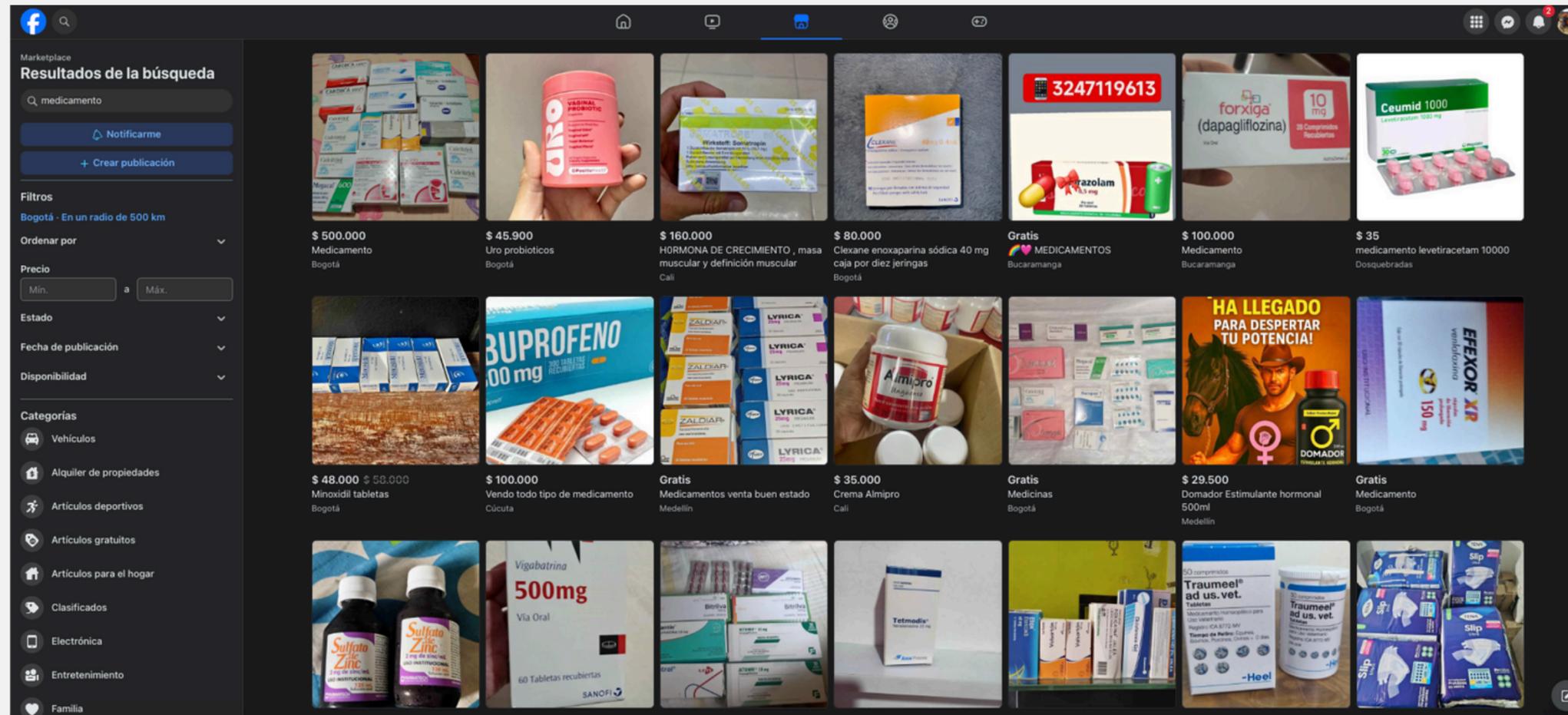
**Advil**   
GRIPA Multisintomas  
\$ 43.607  
Advil Gripe X 20 Cápsulas

**Allegra**   
120 mg  
ALERGIA 10 TABLETS  
\$ 71.645  
Allegra® 120mg Antialérgico X10

**Case:** Multiple infringements

**Units available:** Sellers with more than 100 units.

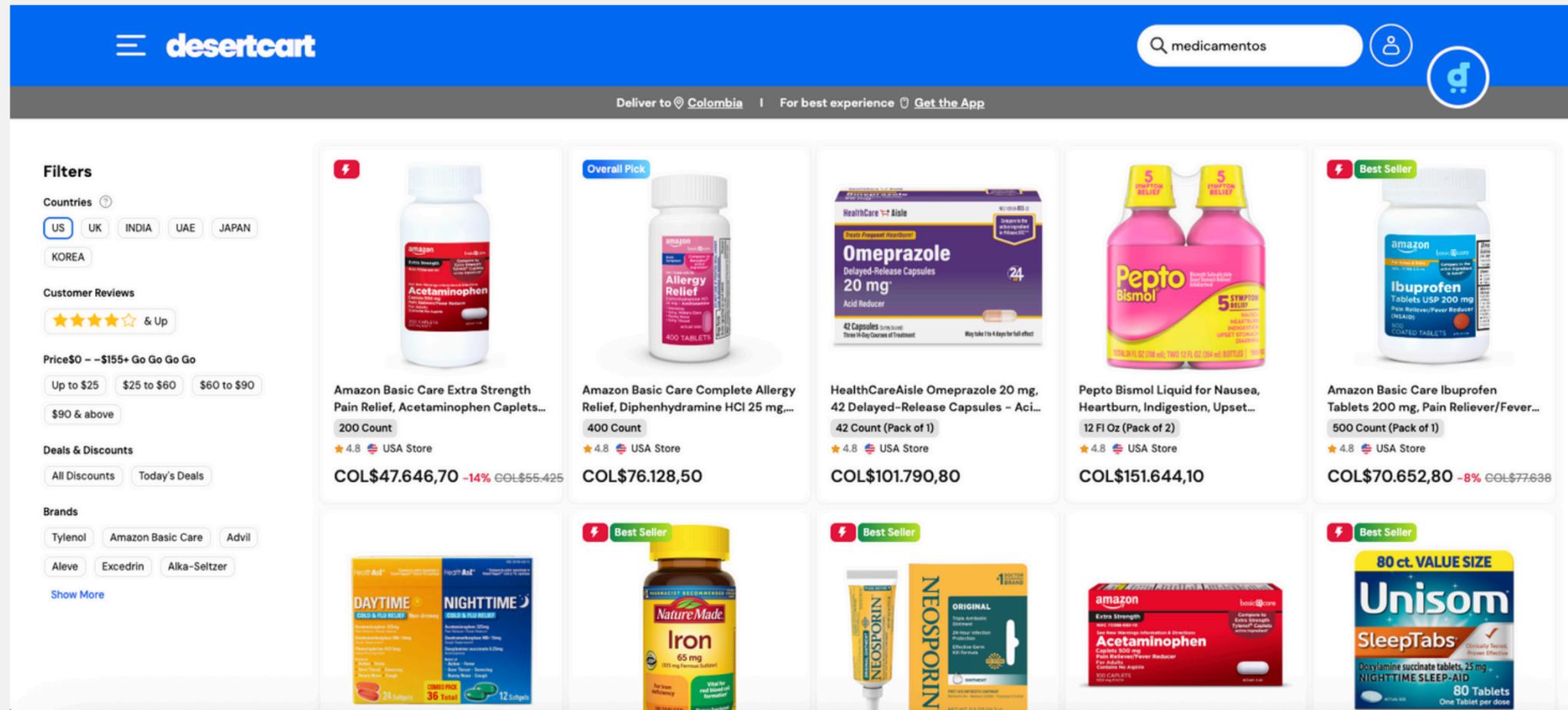
**Notes:** Smuggling hotspot.



**Case:** Multiple infringements

**Units available:** Sellers with more than 100 units.

**Notes:** High counterfeiting hotspot.



**Case:** Smuggling

**Units available:** 100+ units available per product.

**Notes:** Locker service used for remote purchases by users.

The screenshot shows the Farmallium website interface. At the top, there is a navigation bar with the Farmallium logo and links for INICIO, BUSCAR, SABER ES SALUD, CONTACTO, and INICIAR SESIÓN. Below the navigation bar is a search bar with the text "Ingresa el nombre, principio activo o laboratorio de tu medicamento" and a magnifying glass icon. A banner below the search bar states: "Somos un portal de consulta y distribución de medicamentos al servicio de pacientes, médicos, laboratorios, droguistas, y profesionales de la salud." The main content area features a "Medicamentos" section with a teal background and the text "Contamos con información especializada de la oferta de medicamentos vigentes en Colombia." To the right of this section are three product cards, each with an image of the medicine, its name, a search icon, and details about its form and manufacturer.

Medicamento	Forma Farmacéutica	Cantidad	Laboratorio
Mesulid	Gel tópico   3 %	40 g	Novamed
Dolorsin Fem	Cápsulas   20 mg + 400 mg	60 Und.	Novamed
Spabolaz	Polvo   3,5 g / sobre	170 g	Labquifar

**Case:** Unauthorized channel – sale of high-cost medicines

**Units available:** On demand

**Notes:** No medical prescription requirements in place.



Clorpirifos E.C 24% Pharmek Frasco 20-120 ml 🐼



shaly.co

Investigado | CLM - 898



Clorpirifos E.C 24%



coagrohuila.com

Investigado | CLM - 899



CLORPIRIFOS 240 EC N.F.



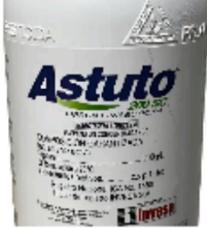
www.novisfarma.com

Investigado | CLM - 897

**Case:** Chlorpyrifos

**Units available:** Sellers with more than 20 units.

**Notes:** Smuggling hotspot.

	<b>Insecticida Fipronil Jego X Lt Hormigas, Cucarachas Y Otros</b>	
	<b>198000.0</b>	
	<a href="http://articulo.mercadolibre.com.co">articulo.mercadolibre.com.co</a>	
	<input type="button" value="Investigar"/>	<input type="button" value="Ignorar"/>
	<b>Amulet Fipronil X 240ml Original</b>	
	<b>208000.0</b>	
	<a href="http://www.mercadolibre.com.co">www.mercadolibre.com.co</a>	
	<input type="button" value="Investigar"/>	<input type="button" value="Ignorar"/>
	<b>Astuto Fipronil X250ml</b>	
	<b>98000.0</b>	
	<a href="http://www.mercadolibre.com.co">www.mercadolibre.com.co</a>	
	<input type="button" value="Investigar"/>	<input type="button" value="Ignorar"/>

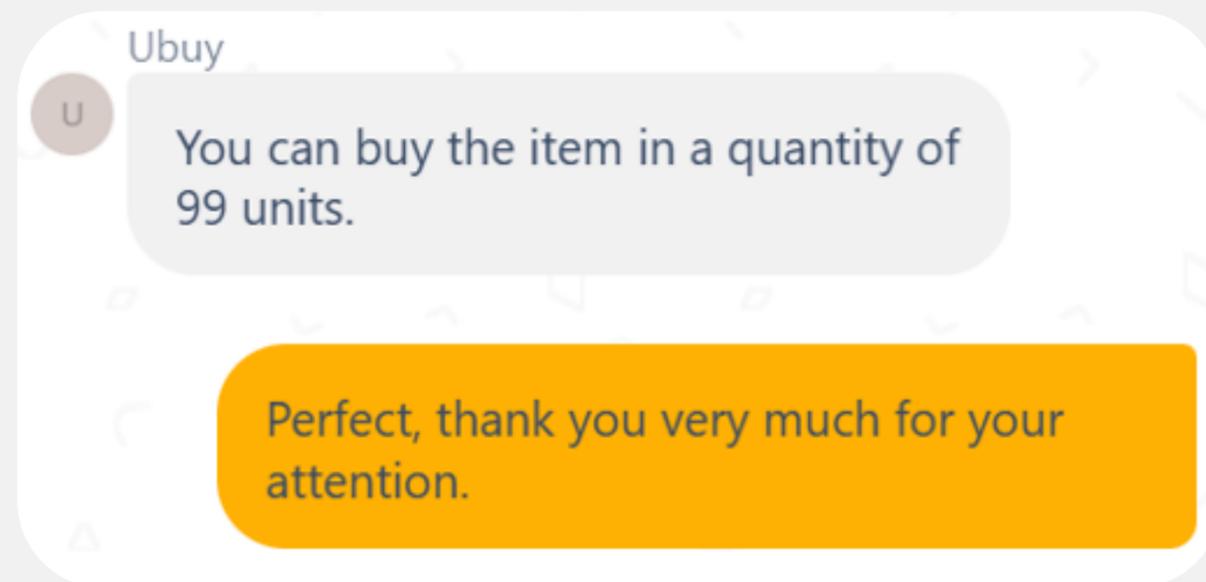
**Case:** Fipronil

**Units available:** Sellers with more than 20 units.

**Notes:** Locker service used for remote purchases by users.

Support chat confirms availability of “all products.”

- They have a point of sale in Colombia.



**Detalles de contacto :-** +57 (1) 5185514

[WhatsApp](#)

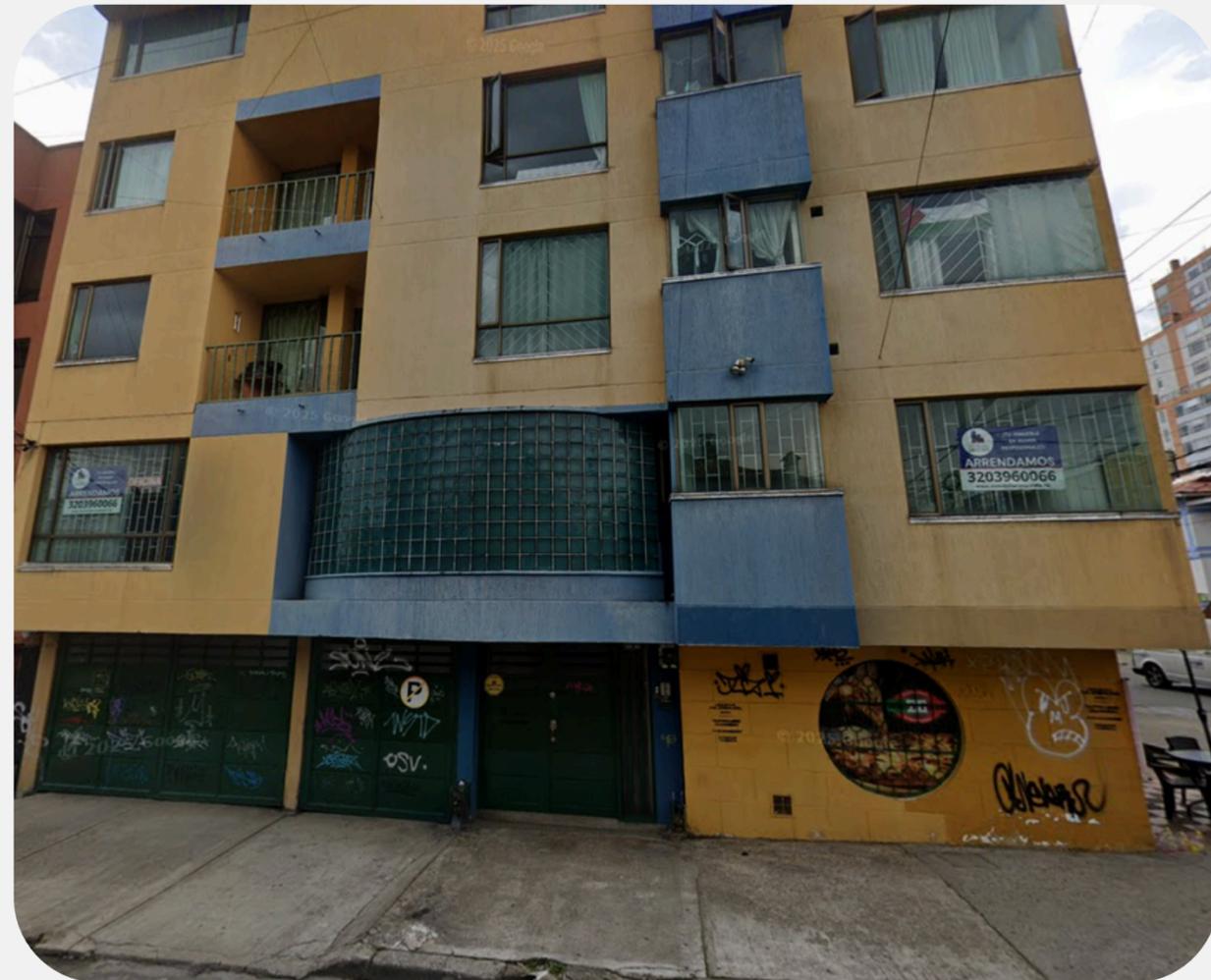
**Solo atención al cliente en inglés**

**Nuestra direcci :-** Street 94 #51B-43 Sixth Floor, Suite 601, Atlantico, Barranquilla, Colombia

# Instrumentalia

## Información Del Centro De Acopio Y Despachos

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Colombia  
Bogotá





**SIGNA**



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