



HALEON



Haleon protects brand trust with Amazon Transparency

Product authentication helped Haleon preserve their premium brand positioning and maintain customer trust



Amazon Transparency is a product serialization and authentication program that assigns unique codes to individual units, ensuring customers receive genuine products that have been manufactured and quality-checked by the brand owner. This safeguards the customer experience by giving consumers confidence that the product they're purchasing is authentic.

About Haleon and Smurfit Westrock

Haleon is a leading consumer healthcare company with a purpose to deliver better everyday health to humanity. With brands spanning six categories and reaching 170 countries globally, their everyday health products, such as Sensodyne and Flonase, have become household names.

For over 25 years, Haleon Brands have partnered with Smurfit Westrock, a global paper and packaging company. Smurfit Westrock provides creative, engineering, manufacturing of materials, and assembly for Haleon.

"Transparency program helped ensure a positive consumer experience with Haleon products."

Erin Prendergast

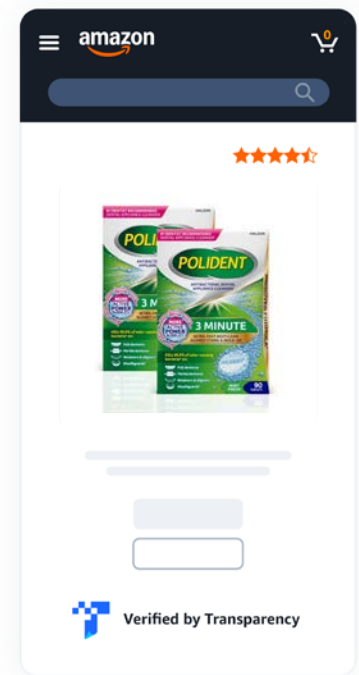
Haleon, Amazon Sales Team Lead

About Amazon Transparency

Amazon Transparency is a product serialization and authentication program that helps brands protect their products from counterfeits throughout the supply chain.

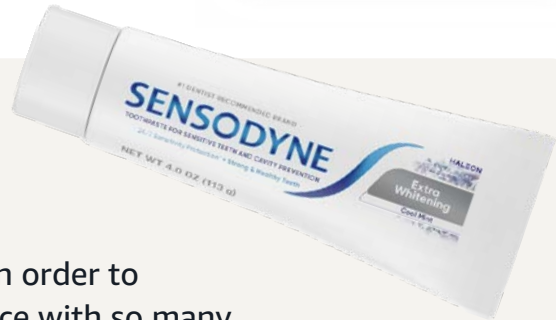
The program assigns unique codes to individual product units, ensuring customers receive genuine products that have been manufactured and quality-checked by the brand owner.

Each participating product receives a unique code that appears as a 2D barcode on the packaging. These codes function like digital fingerprints, every unit gets its own distinct identifier that cannot be duplicated. When products move through Amazon's fulfillment centers, they are scanned at multiple checkpoints to verify authenticity before reaching customers.



The challenge

Haleon wanted to ensure quality and product authenticity were being delivered to customers in order to protect the consumer experience. In a marketplace with so many sellers, they were seeking a solution to help with this goal.



Enrolling in Transparency

To address this challenge, Smurfit Westrock implements Amazon Transparency for Haleon. The Smurfit Westrock team explained that their goal is to help sell Haleon's products, and Transparency adds an additional layer of authenticity by enabling unit-level serialization. The team believes this approach—assigning unique identifiers to each individual product—is the future of consumer goods. It increases

"The enrollment process is clear and efficient, thanks to Amazon's structured approach and dedicated support team."

Erin Binder

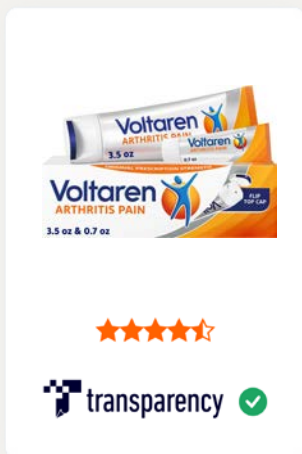
Haleon, Team Lead,
eCommerce Channel Operations

visibility across the supply chain and gives consumers the ability to verify and understand where their product is coming from, positioning Amazon and Haleon as leaders in this effort. Because Smurfit Westrock was already managing code retrieval and SKU additions as part of their service offering to Haleon, they were well-positioned to integrate Transparency's serialization codes into the automated production line, making the transition seamless.

The impact

By eliminating counterfeits from their listings, Transparency helped Haleon preserve their brand equity & maintain customer trust.

Perhaps most telling of Transparency's impact: the ASINs Haleon has enrolled in the program have had no Brand Registry violations and no reported counterfeit cases. The team also noted that they haven't received any negative customer reviews on Transparency-enrolled items.



Scaling for the future

With an efficient onboarding process in place and achieved meaningful impact, the Haleon team has its sights set on utilizing Transparency across more brands in the future.

The entire Haleon team was impressed not only with the onboarding process of Transparency but also with the tools within the program. Most notably, the intuitive dashboard makes reporting and performance tracking easy.

[Learn more about Transparency](#)