

Making Sure Parents, Students and Educators Shop Smart This Fall

While back-to-school shopping looks a bit different than in years past, parents and consumers should still be extra vigilant to avoid counterfeit goods. Recently, U.S. Customs and Border Protection raids have confiscated counterfeit bleach, sanitizer and other cleaning supplies; N-95 masks; non-federally compliant thermometers; and non-FDA-approved cold medicines.

The Global Innovation Policy Center's [top 10 tips to shop smart](#) can help you identify and avoid counterfeits this fall, especially as COVID-19 raises the stakes. Here are a few:

- **Trust your instincts.** If it's too good to be true, it probably is.
- **Scrutinize labels, packaging and contents.** Look for missing or expired “use by” dates, broken or missing safety seals, missing warranty information, or otherwise unusual packaging.

Learn more: For more resources on shopping smart and staying safe this fall season, visit our [Shop Smart Toolkit](#).

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