

## **Management of the Commercialization of Medicines in the Stores of the Municipality of Funes Nariño (Colombia) Township of Pedregal, Pilcuan, Chapal**

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### **Abstract**

Over-the-counter medicines or medicines sold without a prescription may be sold, in addition to drug stores, pharmacies, in chain stores or department stores and in other commercial establishments that comply with the Good Supply Practices issued by the Ministry of Social Protection” [1].

That is why medicines are currently sold in stores, which is why it is necessary to know the acquisition of these drugs to know if the pharmaceutical products meet the conditions of quality and safety, and also to identify if they may be counterfeit or adulterated medicines; because today there are many medicines sold inappropriately.

This article aims to know the impact that the sale of pharmaceutical products in stores has on the population, and the traceability until they reach the consumer.

Finding that the sale of medicines in stores is concurrent can have an impact on the consumer if good practice is not followed in the acquisition, storage and dispensing.

**Keywords:** Stores; Acquisition; Marketing; Medicine; Quality; Safety; Adulteration; Counterfeiting; Illegal Trade

### **Introduction**

“Acquisition habits facilitate the consumption of medicines, which can generate from a simple adverse reaction to public health problems, which is even more worrying, if it is recognized that the medicine is the input that is most used in the case of a disease or a simple discomfort, billing in the private market of medicines about 2.2 billion dollars in Colombia. of which more than 50% is sold, prescribed, dispensed or consumed inappropriately” [2].

To know how shopkeepers acquire pharmaceutical products, to know what types of medicines are found; if these are acquired in an ideal way, or are bought without taking into account the problems that can be generated if they are bought in places of dubious origin, as well as storing them inappropriately and marketing them without education; generating negative impacts on the consumer and therefore being a public health problem.

To this end, in Colombia, the sale of these medicines in non-pharmaceutical establishments or premises generates a good economic income, since the lack of control and surveillance leads to neighborhood stores or supermarkets selling medicines without any restriction [3].

In this municipality with a population of 7566 inhabitants, there are 30 stores with sales of freely formulated medicines. The national incidence says that in Colombia there is 1 pharmacy for every 7,300 inhabitants while in the municipality of Funes-Nariño the incidence is 1 drugstore for every 250 inhabitants and 1 store for every 291 inhabitants, which makes it easier for us to market counterfeit medicines where we could find an opportunity for this crime to be of great impact and facilitate the possibility of entering through the proximity of the border with the country Ecuador.

Methodology

The research was carried out through a survey of shopkeepers in the municipality of Funes, Chapal, Pilcuan and Pedregal. 26 stores were taken as a sample.

Results

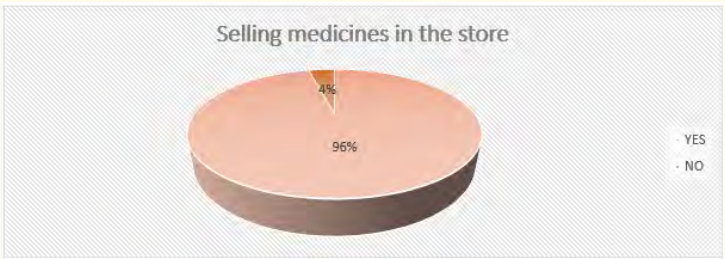


Figure 1

Of the 26 stores surveyed, 96.2% (25 stores) sell medicines, the other 3.8% (1 store) do not sell medicines, which means that the vast majority of stores sell medicines.

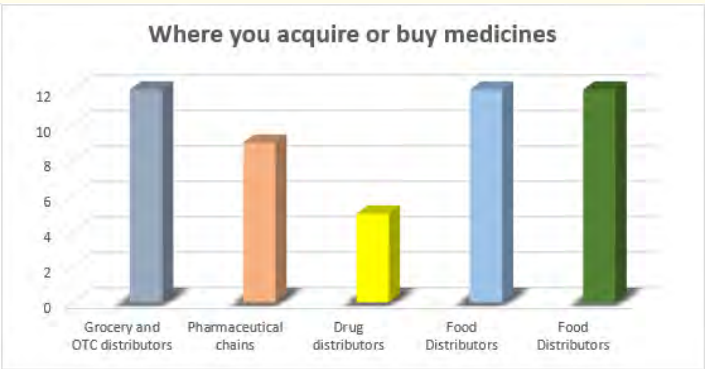


Figure 2

They buy 46.2% (12 T) of the medicines they sell in stores from distributors of groceries and related products. In 34.6% (9 t) to drug stores, in 19.2% (5 stores) to drug suppliers. The vast majority buy from grocery distributors.

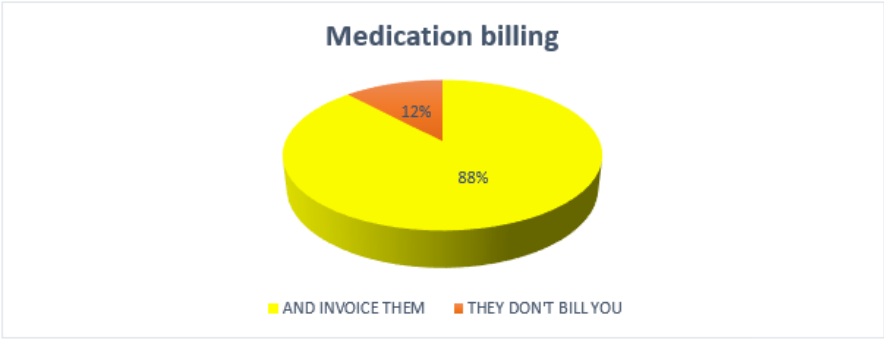


Figure 3

The vast majority of the suppliers for whom medicines are purchased to be marketed provide invoices, from 100% surveyed to 88% (22 t) provide invoices and 12% (4) sometimes give them invoices.

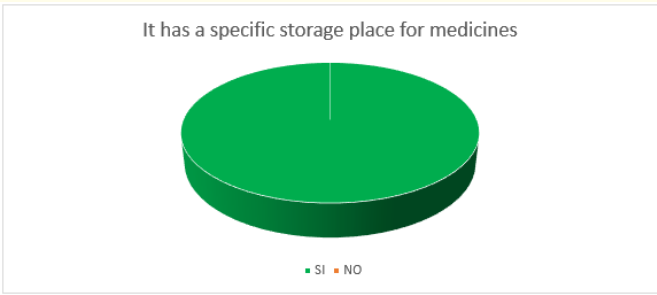


Figure 4

All shopkeepers have a specified place to store medicines.

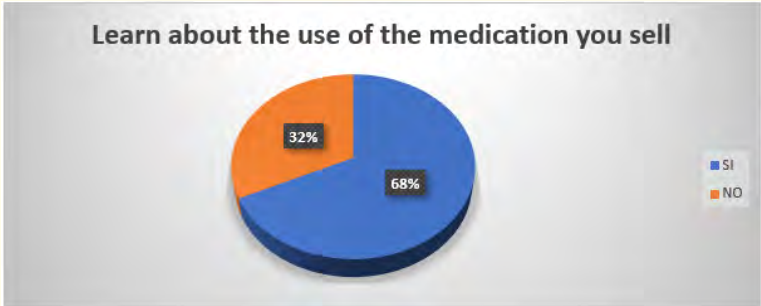


Figure 5

The drugs that are marketed by shopkeepers are known to be used in 68% (17t), 32% (9t) of the population knows what more than half of the medicines they sell are for.

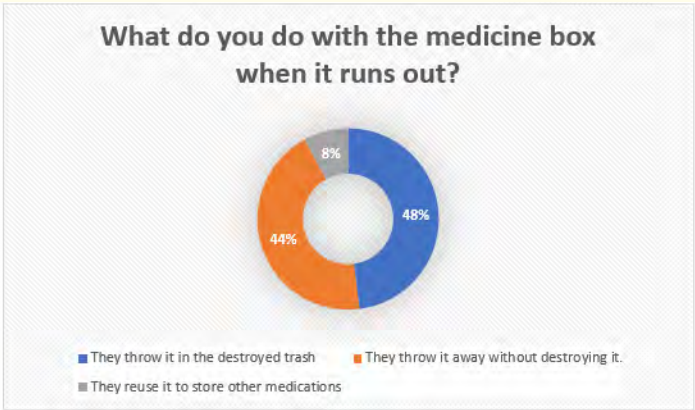


Figure 6

When the medication is finished, the secondary packaging is deposited in the trash once the box has been destroyed in 48% (12 stores) of the surveyed population, as well as another 44% (11 t) of the sample disposes of it in the trash without breaking the box. And in 8% (3) they are used to store other medications.



Figure 7

The medicines marketed by the clotheslines are 35% (9t) anti-flu, 38% (10t) bonfies and fruit salt, 11% (3t) analgesics and anti-inflammatories, 4% (1t) only antacid medicines. And 12% (3) sell anti-flu drugs, antibiotics, analgesics, anti-inflammatories, bonfies, fruit salt, and antacid medications.

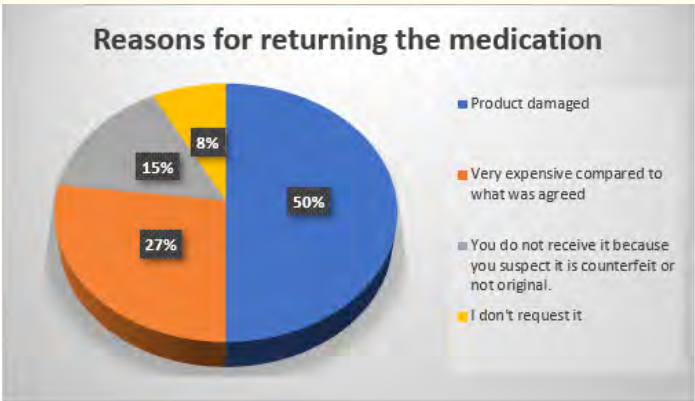


Figure 8

Shopkeepers make returns of the medicines they request in 50% (13) due to deteriorated packaging, 27% (7t) make returns because they arrived expensive. 15% (4t) do not receive this drug because they believe it is counterfeit or not the real one. And by 8% (Q2) because something arrived that you did not request.



Figure 9

The expiration dates of the products stored in stores are reviewed by the person in charge of the establishment, 65% (17t) every month, 31% (8t) daily, % (1t) every 6 months.

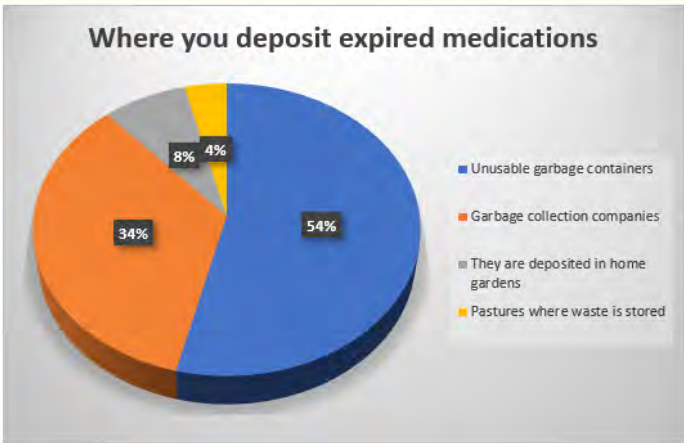


Figure 10

Once the drugs have expired, 54% (14t) are deposited in non-usable garbage containers, 34% (9t) are delivered to a waste collection company, 8% (2t) are thrown away in home gardens, 4% (1t) are deposited in a forest or pasture where waste is stored.

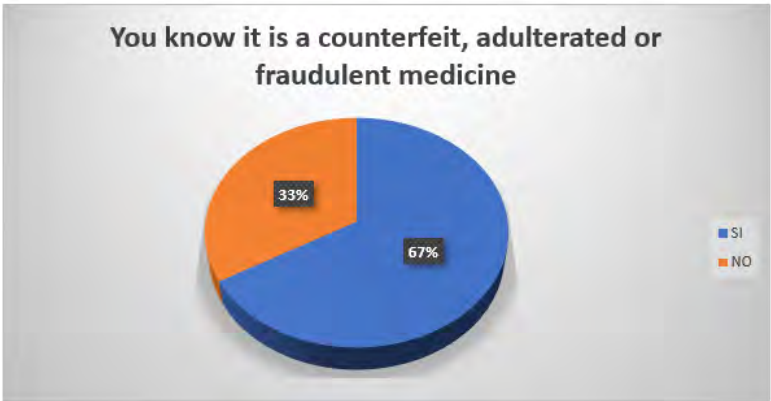


Figure 11

Of the surveyed population, 67% (18 t) know that it is an adulterated, falsified, fraudulent medicine. 33% (8t) don't know.



Figure 12

62% (16t) do know how to identify a fraudulent drug, 38% (10t) do not know how to identify a fraudulent drug.

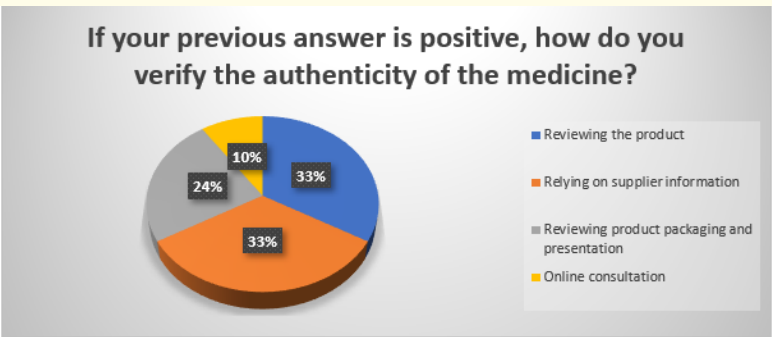


Figure 13

They verify the authenticity of the medicines they purchase, 33% (12t) by relying on the information provided by the supplier, the other 33% (7t) by asking a pharmacist, 24% (5) by checking the packaging, and 10% (2) by searching on the internet.

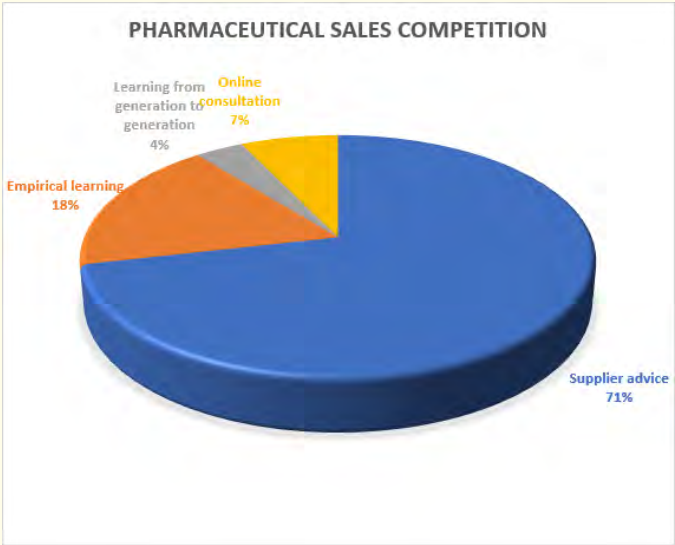


Figure 14

The experience of the shopkeepers in the sale of medicines was obtained thanks to the fact that 71% (20t) advised them on medicines, 71% (20t), 18% (5t) empirically, and 4% (1t) were advised by family members who know about the subject of medicines.

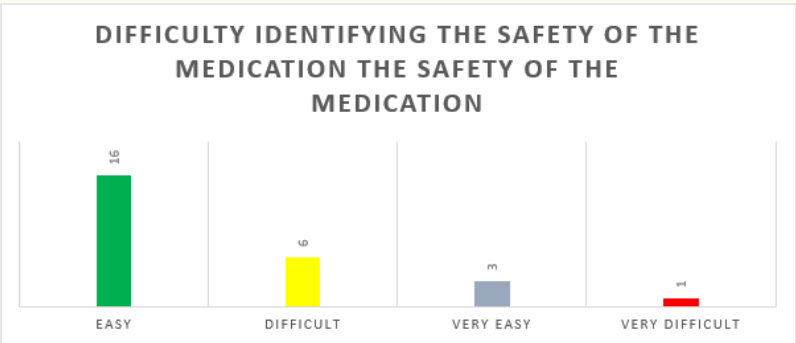


Figure 15

In 61.5% (16t) it seems easy to identify that a drug is safe for consumption, 23.1% (6t) seems difficult. 11.5% (3 t) is very easy, 3.8% (1 t) seems very difficult to him.



## Discussion

"It is evident that in the vast majority of the surveyed population they sell medicines in stores, The sale of over-the-counter (or prescription) pharmaceutical products in stores and groceries can result in an increase in unsafe behaviors on the part of the population, because medicines are generally delivered in fractions, limiting access to information that, about its use and risks, it is placed on the packaging. In addition, they do not have the technical conditions to guarantee the conservation of medicines" [4].

Medicines need to be under the responsibility of suitable people who guarantee safety, quality, safety, greatly reducing the inappropriate use of these, they must also be acquired in places authorized by the regulatory body of each department, acquire medicines in distributors of toiletries, cosmetics, food, etc. area. as are pharmacy regents, pharmaceutical chemists who have the education of drug handling and storage conditions.

Anyone can handle them, but they do not have the solid foundations to handle them well, because drugs require certain characteristics that identify them as safe for consumption, for example:

- That have a sanitary registration,
- Safe storage conditions,
- Proper handling, that the people who transport them carry them in safe conditions,
- Storage between the temperature range required by each drug.

Therefore, we also educate the patient so that they can manage their medications well, which they acquire both over-the-counter and prescription.

Taking into account the above, it is evident that in everyday life there are medicines that are easily accessible and accessible to the population regardless of their origin.

Medicines seized in neighborhood stores, environmental health professionals are seizing these products that are marketed directly to the user without due compliance with storage, in violation of health regulations. "12 capsules of omeprazole of 20 milligrams, 50 capsules of amoxicillin of 500 milligrams, 16 tablets of lomotil of 2.5 milligrams, sevedol extra strength and 90 capsules of ibuprofen of 800 milligrams, were the medicines seized in a store located in the San Jorge neighborhood in commune 6 in Neiva. These products were being marketed directly to users on unauthorized sites" [5].

The inappropriate use of medicines is a very serious problem that occurs in society starting from inappropriate consumption by patients, professionals, self-medication, non-adherence to treatments. to the manufacture, marketing, clandestine distribution of drugs known as the black market, where it greatly compromises the health or worsening of patients' pathologies. By not having strict control with the medicines in terms of legal sanctions. These problems continue to arise in the famous illegal trade in medicines. Finding counterfeit or fraudulent drugs; in addition, from the Legal Services of the Colombian Association of Retail Drug Users, they stated that "The commercialization of illegal, fraudulent and institutional drugs is more profitable than the drug trafficking that exists in this country for cocaine or some other substance. And it is so profitable, that they have it so hidden because there is simply no persecution and there is no control over the medications. Therefore, we have to put the magnifying glass, put on the waist and control the creation of new drug stores" [6].

Just like the handling of expired drugs, or drugs that are no longer used can be used for counterfeiting or adulteration. In unscrupulous people, by depositing them in unusable waste, partially consumed, expired or deteriorated drugs can be handled by any type of person



without any control and can be disposed of at will. That is why it is important to maintain very strict control in terms of manufacturing, marketing, distribution and consumption.

Medicines cannot only be dispensed because of the information provided by suppliers of food or hygiene products, because they are people who do not have enough knowledge about medicines and therefore cannot guide the shopkeeper so that he can market them without any problem.

“To this end, in Colombia, the sale of these medicines in non-pharmaceutical establishments or premises generates a good economic income, since the lack of control and surveillance leads to neighborhood stores or supermarkets selling medicines without any restrictions” [7].

Identifying if a medicine is falsified or adulterated is difficult, especially in shopkeepers because they do not handle technical receptions, they do not know the traceability of the products they market, they do not have sufficient knowledge of drugs, they do not know authorized suppliers to carry out this activity.

## **Conclusion**

In conclusion, the commercialization of medicines in stores in the municipality of Funes, in the township of Pedregal, Pilcan, Chapal, is a fact. The vast majority of the 26 stores surveyed, only 1 does not sell medicines. That is to say that the commercialization of medicines in stores has a great impact on the community, therefore the acquisition of drugs by shopkeepers is with distributors of groceries and related products, when this happens adulteration of medicines can be found, or counterfeits because adequate control is not carried out, on the other hand the distributors of food products are not sufficiently trained and do not have the appropriate personnel to this activity, for example, has a pharmacy manager, as well as adequate infrastructure for storage and distribution.

The Funeña community is not exempt from acquiring, consuming or marketing adulterated or falsified pharmaceutical products, in an articulated work by the students of the Gran Colombia polytechnic Funes headquarters, the collection of expired, partially consumed and deteriorated medicines was carried out to be taken to a blue point located in the city of Pasto, Among these collected drugs, drugs of this type were found: This reflects that, if falsified, adulterated medicines are found, because as can be seen in the images that the syrup does not have a sanitary registration, does not have contraindications and even does not have a name of the product, the origin of the product is not known. This may indicate that it may be an adulterated or falsified drug.

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