



The difference between potency and purity in drug products – Tips & Suggestions

Please refer to the International Conference on Harmonization (ICH) guidelines for more detail.

A quick definition would be:

-**Potency** is a measure of drug activity expressed in terms of the amount required to produce an effect of given intensity.

-**Purity** is a measure of the amount of API present in a sample compared to those of related substances, impurities, residual solvents, etc.