

LIP CARE PRODUCTS IN THE RANGE OF DRUG STORES

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Introduction. The structure the lip skin differs from the rest of the skin: due to the large amount of nerve endings they are more sensitive, lips have lack of oil glands and melanin and thin epidermis. That is why the lips are sensitive to external climatic factors (cold, dry air, wind, etc.) and any internal failures of the body (vitamin deficiencies, herpes in acute, systemic diseases), therefore require appropriate care with special health care facilities.

The aim of the study was to streamline the classification and study the pharmacy range of lip care products that are on the market of Ukraine.

Materials and methods. During our study analysis of the current literature concerning existing classification and characteristics of lip care products was conducted. Also, during the study methods of semantic analysis and hierarchical classification were used.

The obtained results. Today on the domestic market lip care products are widely represented. They mainly produced by manufacturers of Ukraine, Poland, Germany, less by Russia, France, Italy, Greece and the UK. The range of modern lip care products that are sold through drugstores are hygienic lipsticks, lip balms and creams. *Hygienic lipsticks* are presented by such trademarks «Зеленая аптека», «FJ», «Домашний доктор», «Альые паруса», «Senita» (Ukraine), «Фруктовый поцелуй», «Еко-ин косметик", «Eveline Cosmetics», «Coloris», «Спасатель» (Poland). *Lip balms* are presented by «Біокон», «Фармаком», «Красота и здоровье», «Ароматика» (Ukraine); «Сто рецептов красоты», «Фитокосметик» (RF), «Лип Айс» Ментолатум (UK), «Др. Тайсс Натурварен Гмбх» (Germany), «Nature House» (Italy), «Laino», «La Roche», «Vichy», «Uriage Bariederm», «Caudalie» (France), Aпивита (Greece), etc. *Lip creams* are presented by «Caudalie», «Bioderma», «Vichy» (France), Aпивита (Greece). Into a separate group can be identified *child lip care products* («Біокон», «Красота и здоровье», «Моя Прелесть» (Ukraine), Aпивита (Greece)), and also *lip care for men* («Биокон», «Фармаком», «Красота и здоровье» (Ukraine)). Particularly noteworthy are preventative *lip care products against herpes* («Біокон», «Фармаком», «Красота и здоровье», «Червона зірка» (Ukraine), «Евалар» (RF), «Coloris», (Poland)), with antiviral and healing effect.

The main active ingredient in the composition of lipcare products are mineral and vegetable oils (castor, coconut, almond, sea buckthorn, avocado, jojoba, shea), natural and synthetic waxes. As the bioactive components added vitamins A, E, F and B group, that have regenerating effect, prevent cracking, inflammation. Various herbal extracts (chamomile, aloe, calendula, etc.) and essential oils promote healing wounds, provide anti-inflammatory, moisturizing effect.

Conclusions. Due to information above, we can conclude that Ukraine market has a wide range lipcare products of hygienic and preventive action.