

## COMMODITY RESEARCH ASPECTS OF LOTIONS

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**Introduction.** French women in the Middle Ages already widely used lotions for face cleaning. The first lotion was diluted grape. Vine the origin of this word has Roman roots, *lotio* — washing up, ablution, but the name - lotion, came up with French.

Lotion – cosmetic and hygienic remedy for skin care, hair care, nail care and for aromatization that is alcoholic-aqueous solution or liquid emulsion (suspension) from biologically active substances and useful additives, perfumes and colorants (or without it).

**Aim.** The aim of this thesis is commodity researching of assortment, destination and consumer properties of lotions in the local markets.

**Materials and methods.** Information based on researching standard documents, internet resources and own conclusions.

There are many types of lotions. Foremost, lotions can be classified depending on the target area use. For example, there are lotions for the face, body, hands, hair and nails, as well as sunscreen, deodorant, before and after shaving, etc.

Lotions for face care can be classified: by purpose (for cleaning (makeup removing), for hydration (after using milk or other cleansing products), and used for soften skin); by composition (spirituous, aquatic, alkaline, acid, isotonic antibacterial). Composition of remedy determines by the type of skin, for which it possible to use.

Lotion is the basic hygienic means. The most popular are lotions, which include natural solutions that have a healing and cleansing effect.

Lotions for hair care used from dandruff to restore the natural balance of the skin. They are showed antiseptic, antifungal activity.

Sunscreen lotions provide skin protection against sunburn, contribute to a smooth and beautiful tan.

Spirituous lotions disinfects, cleans, dries wounds and pimples, but can irritate and dry the skin, that's why use it only for oily skin, and no more frequently than once in two day.

Weak concentration alkaline lotions also used for oily skin (with blackheads, purulent inflammation).

Nowadays the Ukrainian market is a fairly wide range of this type of product. Consider the range of the most popular among consumers: «Fortress Therapy Pro

«Loss Prevention»» (Fortress Ukraine), Nourishing Body Lotion «Citrus» (Ultima, Ukraine), «Aloe» (Forever, USA), face care lotion «Acnacid» (Elfa, Ukraine), «Nivea For Men» - after shaving lotion, soothing for sensitive skin (Beiersdorf, Germany), body care lotion «Embrace tenderness. Coconut milk and jasmine petals» Dove (Unilever, Great Britain / Netherlands), body care lotion «Lotus and Bamboo» (Mary Kay, USA), «Belosalic» (Belupo, Croatia), «Bifon» (Dermapharm AG, Germany), «Diprosalic» (Schering-Plough Labo, Belgium), «Sinedec» (Laboratoire Silderma SARL, Switzerland), after shaving lotion «ARKO Cool» (Evyap, Turkey), after shaving lotion «Gillette Fusion Phenom» (Gillette (Shanghai) Limited, China) etc.

These remedies must meet the following requirements: will be made in accordance with the requirements of standard formulations, by technical requirements for specific products and by technological regulations (instructions) in compliance with standard documents, acting on the territory of the State that adopts these standards; content of toxic elements and microbiological, toxicological and clinical and laboratory indicators of cosmetic products shall not exceed the established norms; Appearance - homogeneous single-phase or multi-phase liquid without extraneous inclusions; color and odor characteristic of a specific product name; ethyl content 8,1 – 75 % ; pH value 3,0-8,5.

Lotions package should ensure the preservation of their quality throughout shelf life. They are packaged in primary (bottles) and secondary (a pack) packing. Allowed to pack them in bags with a capacity of up to 10 ml of materials permitted in the established normative document. Allowed other types of consumer packaging for lotions agreed with the customer, that ensure the safety of goods during transportation, storage and use.

These types of commodities are transported by all the models of transport in closed vehicles, universal containers in accordance with the transit rules, that operates in this mode of transport.

These products are stored at a temperature not less than +5 °C and not more than +25 °C, in covered warehouses, in the manufacturer's packaging. It is not allowed to store lotions under the direct sunlight or near heating appliances.

As a result of the researching we analyzed range, classification, general requirements, packaging and storage of cosmetic lotions, which allows a very high score for this type of application and the breadth of functionality of the goods from the consumer's point of view.

**Conclusions.** According to the destination lotions can perform different functions and can be used on different types of skin. Lotions used to deliver medicines to the skin, whereby, have wide applying, that allow extend the consumer properties of goods and make lotions more meaningful for consumers. Therefore, the possibility of further expansion in the production of this type of product is topical.