## MODERN LABELS IN THE PHARMACEUTICAL INDUSTRY

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**Introduction.** To date, the pharmaceutical industry produces a huge number of dosage forms. Therefore, the labels for each type of packaging, for each type of product, must be different. One of the topical directions is the production of labels from modern materials that reduce the risk of their fading and darkening, are resistant to sunlight, chemical reactions and temperature differences. To pharmaceutical labels put forward such requirements: absolute readability of the text, the presence of the name of the drug, its composition, the date of manufacture and the serial number, the name of the manufacturer, storage conditions, the method of use, the expiration date, the availability and reading of barcodes.

**Aim.** The aim of our work was to investigate types of labels and kind of materials which can be used for label production.

**Materials and methods.** Analysis of regulatory acts and literature regarding labels. Pharmacy labels must withstand the treatment with hot air, steam, while not melting and not peeling off, and the paint on the labels should not fade. It is absolutely impermissible to interact the material from which the label is made, with the packaging material and with the preparation itself. Therefore, it is very important to choose the right type of film and keep the finished medicines.

**Results and discussion.** In pharmacy production, self-adhesive labels are often used. Their main advantages are simplicity and convenience. They are used both for ready-made dosage forms, and for ointments, powders, various vitamins and food additives. Thermal labels are also used. However, they have a shorter period of operation, they do not withstand the change in temperature conditions, so they are used for labeling syrups and tablets. Today, the market demand for warranty labels and stickers. They consist of two layers, one of which is destroyed when trying to peel or damage. This makes it possible to protect products from dishonest opening, to provide warranty marking, to reduce the costs of the service center to check the opening, to avoid theft during operation.

**Conclusions.** Thus, based on the foregoing, it should be noted the variety of labels for pharmaceutical products. There are also new types: a multilayered label - to put a lot of information on the product; Transparent holographic stickers; High-temperature labels; Seal labels. All this makes it possible to identify falsified products, to prevent the opening of a package or product. Modern labels can be used by people with disabilities (printing labels with Braille).