

## ZIKA VIRUS

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**Introduction.** Zika virus is mosquito-borne disease which was found in Uganda in 1947 in rhesus monkey. It was first related to Yellow Fever, West Nile viruses etc. It was named after Zika Forest in Uganda. The outbreak of Zika virus is in Eastern part of Africa, America, Asia etc.

**Aim.** This study is targeted at Zika virus infection and ways of its spreading.

**Materials and methods.** Descriptive method was used based on the analysis of 14 recent scientific journals, articles and reviews.

**Results and discussion.** The signs and symptoms is still not clear, but is likely to show in 2-7 days. It is similar to air-borne virus infections such as Fever and Dengue. The signs are joint pains, headache, muscles pains, skin rashes etc. Therefore the signs are usually mild and last for 2-7 days. There is currently no vaccine for Zika virus according to W.H.O but there is some preventive measures. They are as the following: close your doors, windows to prevent mosquito from entering; if you feel feverish please kindly visit the doctor as soon as possible; wear long-sleeved shirts and long pants; stay in places with air conditioning and window and door screens to keep mosquitoes outside; take steps to control mosquitoes inside and outside your home; treat your clothing and gear with permethrin or buy pre-treated items; use Environmental Protection Agency (EPA)-registered insect repellents. Always follow the product label instructions; when used as directed, these insect repellents are proven safe and effective even for pregnant and breastfeeding women; do not use insect repellents on babies younger than 2 months old; do not use products containing oil of lemon eucalyptus or paramethanediol on children younger than 3 years old; mosquito netting can be used to cover babies younger than 2 months old in carriers, strollers, or cribs to protect them from mosquito bites; sleep under a mosquito bed net if air conditioned or screened rooms are not available or if sleeping outdoors; prevent sexual transmission of Zika by using condoms or not having sex.

**Conclusion.** In conclusion the Zika virus is more dangerous than Ebola. This is due to its ability to spread rapidly during a short duration with devastating neurological effects. Although the Ebola virus can kill humans easily it is much harder to transmit the pathogen. The threat of Zika effects a larger population and is prevalent in a greater number of countries compared to Ebola. Therefore the threat of Zika is more concerning than Ebola.

## BRAND ATTRACTION AND HUMAN BEHAVIOR: UNDERSTANDING THE CONCEPT

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**Introduction.** The motives that push people to seek brand names (in all industries; clothing and jewelry, electronics or autos etc.) attract attention of many researchers and common people worldwide.

The **aim** of the study was to find some relationships between brand attraction and human behavior traits.

**Materials and methods.** Analysis of scientific sources about brands and consumption behavior.

**Results and discussion.** Every individual seeks quality of course, but when it comes to brands it can become a little bit trickier since people tend to lean more toward “Big Names” (Nike, Versace, Louis Vuitton, Mercedes, Apple, Starbucks, Gucci, Adidas, McDonald’s and so on) to try to fit in a certain category of the society, a high status class, or maybe just to represent themselves. For example, if Samsung’s publicity speech slogan says that “The Future is Now”, you go and buy their device thinking that by owning a Samsung device others will perceive you as a futuristic. What I’m trying to say is that brand industries know very well that the consumer is always trying to define himself by joining a movement