## COSMETICS AND THEIR PLACE IN THE LIFE OF WOMEN

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**Introduction.** Cosmetics contain a large number of chemicals that are potentially dangerous to human health: parabens, phthalates, polycyclic aromatic hydrocarbons, etc. The influence of cosmetics on the skin and on the human body is multifaceted and as a whole is an important component of the integral indicator of the quality of life. It was shown that women who correctly used cosmetics looked 4 years younger than their peers who do not use decorative cosmetics. The use of waste funds is not the same in different countries of the world. For example, in France, cosmetics are used by 50% of young women, while in the countries of the Middle East it is much smaller.

**Aim.** To study the attitude of women to the choice of cosmetic products, its quality and influence on the body.

**Material and methods.** We have been touring 300 girls aged 18 to 22 years. The main questions concerned the category of used cosmetics, the frequency and duration of their use, the presence or absence of allergic reactions to components. Questions were also included on respondents' awareness of the composition of products, its naturalness.

Results and discussion. According to the results of the survey, the largest number of respondents (85%) prefers cosmetics of the mass market class, second place was cosmetics middle market (10%), lux (3%), professional cosmetics (2%). 64% of respondents use cosmetics daily once or twice a day. At the same time, 26% noted the presence of certain allergic reactions (reddening of the skin, itching, flaking, rashes). 86% of respondents have a desire to be able to choose the right cosmetics. The next question that was asked of the girls is how important it is for their makeup to be natural. The majority of respondents (64%) prefer the predominance of natural ingredients in cosmetics. According to the questionnaire, it is revealed that the majority of the respondents (66%) do not visit the cosmetologist in general; 2% - 2 times a month, 10%, - once a month, and 22% - once a few months.

**Conclusion.** Thus, as a result of the work carried out, it was revealed that the prevailing number of girls in everyday life uses cosmetics, both an outgoing and decorative. In 26% of the respondents, various allergic reactions to the components of cosmetics were noted. Only 12% use cosmetic services. All this can have a negative impact on the condition and health of the skin and the body as a whole.

## DRUGS AND PREGNANCY

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**Introduction.** Pregnancy is a condition of the woman's organism, in which the developing fetus is in the uterus. For many years it was believed that during pregnancy, you should avoid taking any medications. However, during this period, women can get sick, and some have chronic diseases that require adequate pharmacotherapy. According to WHO statistics, 86% of pregnant women in the world use medicines. In our country this figure looks even more impressive - according to some studies up to 96% of pregnant women use the achievements of modern pharmacology. Today it is clear that the statement that during pregnancy is strictly forbidden the use of any medications, is somewhat exaggerated. However, the effect of drugs on the course and outcome of pregnancy remains one of the least studied areas of medicine and pharmacology.

**Aim.** Identification of the using drugs possibility during pregnancy without the risk of their negative impact on fetal development.

**Materials and methods**. Analysis of the scientific literature and the results of advanced research in the field of medicine and pharmacology.