

fluid is 6.5-7. The test strip changes the color when it starts to come in contact with a liquid in which the pH is greater than 5.5.

When analyzing the market for women's hygiene products, in particular linings, we found that in the majority of cases the range is represented by foreign producers such as Poland, Hungary, Slovakia, Italy, China, Czech Republic, etc. Nationale manufacturers are represented, but in small quantities.

**Conclusion:** Today the modern assortment of women's hygiene products, in particular laces, is presented in a wide choice and is in high demand among consumers. When analyzing the State Register of Medical Equipment and Medical Products of Ukraine, it is established that foreign producers are mostly registered, while domestic products are presented in small quantities.

## STUDYING CONSUMER CAPABILITIES OF MASSAGE DEVICES

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**Introduction.** Massage is the easiest method of treatment known since ancient times. Devices for massage and self-massage are produced by many manufacturers.

Massage hardware had a swift development at the end of the XVIII century - during this period, various massage vibration devices were designed by specialists for both local and general vibration.

**Aim.** Analysis of modern assortment, consumer properties of massagers in the domestic market.

**Materials and methods.** The information presented is based on the research of scientific literature, materials of Internet resources and personal conclusions.

**Results and discussion.** Modern hardware massage includes several types. Each of them differs both physiological influence on an organism, and the principle of device devices.

All masseuses on the market can be divided into several categories - a massage of the body, which they focus on - Universal massagers ( "traditional"), Foot Massage, Facial Massage, Muscle Stimulation vacuum massage.

There is a variety of all-purpose massage devices presented on the market, particularly electro-armchairs, equipped with several nozzles for different types of massages and for different parts of the body. The set of nozzles are a crucial part, the functionality of the device depends on it. A special group of devices consists of massagers for the feet - they are made in the form of hydromassage baths. Facial massages are usually quite compact, working on batteries. They are intended not only for skin massage, but also to clean it from keratinous cells, and to clean it before applying make-up. Miostimulator promotes intensive fat splitting in the most problematic places of women. You can talk about the benefits of massagers. The main thing is to understand the purpose for which they are to be used.

In Ukraine massagers are represented by the following manufacturers: Corporation "Electron" (Ukraine), Beurer (Germany), Casada (Germany), HoMedics (USA), iRest (China), MaxConcept (China), Medisana (Germany), US Medica (USA) and Zenet (China).

**Conclusions.** The modern rhythm of life prompts people to look for more effective methods of taking care of themselves. The result of many years of work of scientists and specialists in the field of medicine is the emergence of useful devices for all humanity, namely - massagers. Therefore, most consumers prefer multifunctional massagers.

## RESEARCH OF ASSORTMENT AND CONSUMER CHARACTERISTICS OF CALORIE COUNTERS

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**Introduction.** Nowadays there is a big amount of people who pay attention to healthy lifestyle. To satisfy the requirements of people, special devices, called calorie counters, were created.

**Aim.** The purpose of the work is the research of modern assortment and consumer characteristics of calorie counters on the domestic market.