

Five shareholders invested a certain amount in opening a chain of pharmacies «Herba», accordingly 100, 300, 200, 500, 400. However, there was a bankruptcy of this association and the residual capital is equal to 1000. Distribute correctly the property between five legal entities of the given pharmacy chain.

	1	2	3	4	5	Sum
	100	300	200	500	400	<b>1500</b>
The amount of residual capital = 1000 (more than ½ of the claimed amount), therefore use a limiting rule equal losses						
Divide equally	100	300	200	500	400	
Share	50	150	100	250	200	Sum =750
Residue 1000-750 = 250 division with minimal requirements stop.						
Divide	-	150	-	250	200	
The main part of shared equally among the remaining, yet each of them will not get the amount equal to ½ for the next minimal application. Priority maximum application						
Share	-	25	-	125	100	Sum =250
Share	50 (50+0)	175 (150+25)	100 (100+0)	375 (250+125)	300 (200+100)	1000

**Conclusions.** Equitable distribution of entity with more demanding than the other, does not receive a smaller proportion and is not smaller losses. In the subsequent model analysis can be improved by introducing the other elements of consideration.

## THE MAIN TENDENCIES OF THE DEVELOPMENT OF INFORMATION SUPPORT OF SITES OF COSMETIC AND COSMETOLOGY BRANCHES OF UKRAINE AND ISRAEL

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**Introduction.** The industry of beauty and cosmetics is a quickly developing industry of the modern world. The beauty salons and cosmetology clinics on one side and on the other the companies, which supply people with cosmetics and the modern equipment for the purposes of cosmetology represent this industry. Those companies must provide the quick search of the current information about their services, and the materials or equipment available. The image of the company and its financial stability much depends upon level of information presented for the customers. The modern level of social development requires presentation of information via Internet web sites.

**Aim.** The aim of this work was to determine the main evolutionary directions of the informational content for the sites of the companies dealing with beauty and cosmetics in Ukraine and Israel. The comparison of the information was also the aim of the investigation.

**Materials and methods.** The information from 177 web sites of beauty salons, cosmetology clinics, suppliers, traders, and the advertisers of the cosmetics was analyzed. The data from the sites was schematized by the functional purposes, by the types and methods of informational presentation. The results were mathematically processed and then analyzed.

**Results and discussion.** All of the sites either from Ukraine or from Israel have the standard structure of HEADER. The upper part of the homepage is the same on all of the other pages. It contains the name of the company, its logo, the contact information, language switcher and the main menu buttons. All the companies (100%) follow the corporate style in the design of their sites.

The main types of web sites of the industry of beauty and cosmetics of Ukraine and Israel have been analyzed.

Pasteboard. It is the simplest and cheapest resource. It contains 3-5 sections. As a rule, it represents the advertisement of an individual entrepreneur priding the beauty services. In the most cases, it has the linear structure (95% of the suites investigated are the «pasteboards»).

Corporative site is a site of a company as its virtual Internet agency. A corporative site contains the full amount of information about the company itself, the fields of its activity, the proposed products and services. This is a site with the multiple functionality, well-developed usability, the huge number of pages and sections; it is oriented on the different target audiences. The corporative site have the hierarchical structure (100%), multilingualism (98%) and contain the hyperlinks to the informational resources of the main social networking websites.

Nowadays the great attention is played on the informational and visual design of the corporative web sites. The visiting of the modern beauty and cosmetics web sited must be useful and pleasant at the same time.

The modern type of site called SLIDER uses not only photo but also video information (about 65% corporative site from both countries Ukraine and Israel). The corporative sites of the leading cosmetology companies of Ukraine and Israel the main menu HEADER is built not from text but from the photo information (35%).

The correctly built corporative site has the hierarchical architecture of its sections, services, and pages; the pattern of all the pages is the same, which decreases the usability and comfortability of the site (100%). The structure of modern corporative site cares about the 'three-click' rule as the part of their navigation design. The 85 % of corporative sites of the leading cosmetology companies of Ukraine and Israel are designed with the principle of compatibility and they have the same appearance in different gadgets with different resolution of the screen and OS platform type (phone, pad, laptop etc.).

The Internet shops are the special web sites where one can offer the cosmetics or the beauty-care services *via* Internet (100%).

The search engine is a specialized site for the search of the industry of beauty and cosmetics companies according to the request (100%).

**Conclusions.** The collected information after its analysis allowed determining the main ways of evolution of different sites of beauty and cosmetics companies in Ukraine and Israel.

The growth of Internet speed makes application of photo and video available and convenient for the design of beauty and cosmetics sites in in Ukraine and Israel.

The analysis also showed the monitoring activity of the companies as to the latest achievements and technologies in design and usability improvements of the modern web sites. The sites of the beauty and cosmetics companies in Ukraine and Israel are well designed and may be gorgeous instruments for marketing of the products and services.

## COMPUTER SIMULATION OF THE PROCESS ADIABATIC MONONITRATION OF BENZENE

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**Introduction.** Nitrobenzene is a basic product of organic synthesis, used to obtain polymers, dyes, pesticides, drug substances, explosives. Nitrobenzene is used in the synthesis of polyurethanes.

Nitrobenzene is currently produced in the industry by nitration of benzene in a mixture of nitric acid, sulfuric acid and water in a two-phase system in a continuous way.

In industry the process of nitration is carried out in two thermal conditions – isothermal and adiabatic. In practical terms adiabatic nitration is the most promising method for the preparation of nitrobenzene.

This process is used to obtain mononitrocompounds of the aromatic series – benzene and its substituted ones. It is carried out at a high temperature (at the outlet – up to 140-170°C) in plug flow reactors. Due to the high temperature, the residence time in the reactor is reduced from 30-60 minutes in