

industry, it is used to produce shampoos, soaps, bleaching agents and shaving products. (TONY MOLY – Clean Dew Lemon Form Cleanser; Natura Siberika – shampoo)

Sorbate Potassium: a preservative of food, used to preserve creams, shampoos, and tonics. Percentage of administration – 0.5% of the weight of the product. It is well soluble in water and ready emulsions. To enhance the preservative properties, it is recommended to use with sodium benzoate. (Lumune – eye cream; Chanel – Le Volume Mascara; Oriflame – baby shampoo; Sisley – powder mating; Relonis – micellar water)

EDTA: Dosage compliance is safe. Chelating agent. Ethylenediaminetetraacetic acid – is able to create stable water-soluble complexes with alkaline earth metal ions. Softens the water. (Holika Holika – Smothie Peding Mist; Bioqua – serum with hyaluronic acid; Amway – makeup remover)

Potassium aspartate: safe. It is a protein component that, in combination with other substances and amino acids, removes toxins from the body. In cosmetology, it struggles with premature signs of aging, smoothes the skin, provides elasticity and elasticity of the skin of the face. (Johnsons Baby – moisturizing cream, diaper cream)

Potassium chloride: absolutely safe component when used for purpose. In cosmetics is used to regulate the acid-base properties and viscosity of the composition. (Gold – Eye Patch, La Roshe-Posay – cleansing foam, MAC – water with minerals, Premium – anti-corrosive concentrate)

Potassium benzoate: Use cautiously, in high doses, toxic. (E212) – a little toxic preservative. By itself, no action. It is part of the cream, prevents the development and uncontrolled reproduction of bacteria and pathogenic microorganisms that can cause fungal and viral diseases, as well as produce carcinogenic toxins. The main task is to preserve the activity of the components and the safety of the product during prolonged storage after opening the package. (Mary Key – eye cream, Wella – shampoo for volume, L'occitane – cleansing gel)

Kakoat Potassium: safe, at high concentration can irritate the skin. Anionic surfactant. Well cleanses the skin. Reduces irritation, contains glycerin. (Nivea – shaving cream, A'pieu – Deep clean, Almacatio – abstergent)

Potassium carbonate: safe. In cosmetics it is used as solutions for neutralization of pH in the manufacture of fat emulsions and stearin creams. Registered as a nutritional supplement E501. (Dove – mousse for washing, Fresh bubble – washing powder)

Potassium iodide: safe. In cosmetics it is used as a component with antiseptic properties and as a component, soluble dyes. (PhytoCosmethic – Nail Wax, Dolyva – Cleansing Mask for face)

Persulfate Potassium: In case of prolonged contact with the skin it causes irritation and allergic reactions. In cosmetics it is used as a means of bleaching effect on the skin. Strong oxidizer. Food additive E922. (Kapus – Hair Lightening Powder, L'oreal – Hair Paints)

Potassium hydroxide: practically safe substance. Aqueous KOH solution is a strong meadow. It is used as an alkaline component in nail care products, hand creams, and shaving products. At high concentrations it causes irritation and redness of the skin. According to the European Regulation, it should be used in concentrations up to 5% in cuticle removal means, in a concentration of up to 4.5% in the means for aligning hair; as the pH adjuster for depilatory creams should not exceed 12.7%, for other products it should not exceed 11.0%. (TONY MOLY – Pure Eco Aloe Gel, Bilita – Cream for cuticle removal, Hitomo – Q10, The Saem – Urban Eco)

**Conclusions.** We were able to investigate the use of potassium.

## THE VOCABULARI OF COSMETICS AND COSMETOLOGY IN UKRAINIAN LANGUAGE

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**Introduction.** Recently, Ukrainian vocabulary has increasingly attracted the attention of scientists as an interesting research object. The main driver of this tendency was the process of nation-

building and the establishment of the Ukrainian literary language in all spheres of state-political and cultural life of society. Cosmetics are the means of care of different directions. Cosmetology is the branch of clinical medicine, the science of aesthetic problems of the human body, manifestations and methods of correction.

**Aim.** The aim of the research is to define the professional vocabulary as a collection of all lexical nominations of the communicative-professional sphere.

**Materials and methods.** We have chosen the statistics and descriptive method and have carried out our research on the terminology of cosmetics and cosmetology chosen from the contemporary professional literature.

**Results and discussions.** We can speak of the emergence of the professional language of cosmetics and cosmetology only from the XVI century, because in historical dictionaries the cosmetics and cosmetology tokens have already been fixed with changes in the lexical sense.

According to the scientists, already in the XVIII – first half of the XIX century. Ukrainian terminology of cosmetics and cosmetology was gradually formed, which is the evidence of the function of tokens such as baldness, cute, rejuvenation.

Trends in cosmetics and cosmetology procedures, similar to the trends of the world fashion market, change several times a year. As a result, this leads to a rapid change in terms used. After all, new ones appear constantly and in large numbers, and «old ones» lose their relevance and come out of use.

Most borrowed words in different terminology systems, often through other languages, came from Greek and Latin. Borrowing from these languages It makes up almost 50% of all words of foreign origin in terms of cosmetics and cosmetology (epilation), 20% are terms from the French language (lotion), anglicisms of almost 10% (tonic), from Italian – 10% (mask), much less German – 5% (contour). The remaining 5% are borrowed from other languages, including Arabic (varnish) and Spanish (vanilla).

Analyzing the lexical-thematic differentiation of the Ukrainian terminology of cosmetics and cosmetology, we came to the conclusion that within the framework of this terminology system it is possible to distinguish thematic groups. The largest thematic groups of scientists are called cosmetology, cosmetics, dermatology.

Terminological units of the root-inflectional structure are units in which, from the point of view of modern language, word-formation affixes are not singled out.

Terms – affixed derivatives are terms that include prefixes or suffixes.

Composite derivatives are terms formed by the addition of two roots or bases.

**Conclusions.** Cosmetology and cosmetics are the topics that are relevant at all times. After all, they are together as a magic pill that gives a chance to a person to rebuild the longest bridge from youth to old age. So it is not surprising that this branch has always been moving forward. And we are absolutely convinced that it will never crash and, as a result, will always be replenished with a penny of the words of the Ukrainian language.

## **CORRECTION OF INVOLUTIONAL SIGNS OF AGING WITH OXYGEN-OZONE THERAPY**

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**Introduction.** Aging skin is an inevitable natural process associated with the general process of aging of the organism and the aggressive influence of environmental factors. Currently, among the various theories of skin aging, the most convincing is the free radical theory, according to which the intensification of free radical processes, the damaging effect of excessively accumulated free radicals on the membrane and other sub-cell structures in the background of exhaustion of its own system of antioxidant defense are the main mechanisms for the implementation of the aging process the skin. Research in the field of cosmetology confirms that an important cause is hypoxia, i.e., oxygen starvation of the skin. Due to the lack of oxygen,