

determined that 70% of given category products is produced abroad, 30% is domestic. French, German, Russian products prevail among imported products consisting 42%, 19.7%, 13% correspondingly. The segmentation according to form of release has determined the dominance of creamy products composing 66%, masks 10%, both balsams and gels 8%.

Conclusion. On the grounds of cosmetic products for mature skin care nomenclature analysis we have collected the results of cosmetic products segmentation. Moreover, the features of cosmetic products of given destination distribution have been recognized according to their country of production, form of release and the particularity of unification of domestic and foreign products.

THE USAGE OF INDOOR PLANTS IN COSMETOLOGY

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Introduction. Nowadays, when there is a rejection of chemicals and there is a return to natural raw materials in cosmetology increases the relevance of the search for new means of plant origin. In this regard, houseplants are of particular interest because they are convenient for home use and agro technical methods of cultivation have already been developed for them.

Purpose. To analyze the literature on the cosmetic effect of houseplants.

Materials and methods. Scientific reference literature, search, descriptive, logical methods.

Results and discussion. Some houseplants have long been known as medicinal. They have biologically active substances that determine different directions of pharmacological action. In cosmetology plants are highly valued if they have anti-inflammatory, wound healing, whitening, decongestant action and a refreshing restorative effect. To indoor plants, which are used or are promising for a broader study, it is possible to include devil's-tongues, European cyclamen, aloe jucunda, pelargonium, cape jasmin, *Austrocyllindropuntia verschaffeltii*, *Bryophyllum daigremontianum* (commonly called devil's backbone, mother of thousands, alligator plant, or Mexican hat plant), etc.

Leaf juice of aloe jucunda contains lignin, which helps ferments to penetrate the skin and conducts moisture, so the juice is an effective moisturizer. Biologically active substances and complex of vitamins of the juice stimulate metabolism and promote cell renewal. Pelargonium (*Pelargonium zonale*) is herbaceous perennial plant, which is replete with tannins, its leaves contain keratin and vitamin C. Geranium leaves are used in skin care products. Biologically active substances of geranium are organic natural antioxidants and antiseptics, have a calming, nourishing and cooling effect on the skin. Cape Jasmine (*Gardenia Jasminoides*) – evergreen shrub. Extract from its leaves and stem has antiseptic properties, soothing effect, improves skin condition. Gardenia flower essential oil is used to moisturize, soften and nourish the scalp. *Austrocyllindropuntia Verschaffeltii* is a cactus, which protects from free radicals and prevents aging, perfectly nourishes and restores the skin, smooths wrinkles. As part of hair care products, it has a beneficial effect on weak, brittle problem hair, has a moisturizing effect. Prickly pear flower extract contains galacturonic acid, the effect of which is universal (anti-inflammatory, moisturizing and antibacterial), it is particularly effective in the means to alleviate the symptoms of hyperkeratosis. Alligator plant (*Bryophyllum daigremontianum*) juicy leaves and stem contain up to 94% moisture, flavonoids, organic acids, tannins, polysaccharides, vitamins (C and P), mineral salts, micro – and trace elements. Its juice improves skin tone and local blood circulation and lymph flow, nourishes, improves elasticity and firmness of the skin, helps in the fight against defects of problem skin.

Conclusions. Thus, to sum up what has been said, houseplants, among which there are many well-known species, can become a promising source of natural raw materials for new drugs and successfully used for a long time at home without harm to health.