

DEVELOPMENT OF THE COMPOSITION AND QUALITY ASSESSMENT OF LIQUID PERFUMES

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Introduction. International analytical companies rank the global perfume market as quite promising. The value of perfume products is increasing in line with the cultural development of society. It is estimated that the market value of the global perfume market will reach USD 48.0 billion by 2024, with an average annual growth of 3.6% over the period. At the same time, the issue of innovative technologies, quality and safety of perfumery products is always relevant, as these products are in contact with human skin and directly affect human health.

Aim. Formulation development and quality assessment of liquid perfumes according to the requirements of the standard.

Materials and methods. The objects of study were the use of essential oils and perfume compositions of floral and fantasy direction. Research methods were used as objects of research in accordance with DSTST 4710: 2006 "Products perfumery liquid"

Results and discussion. The first stage of the work was the study of the world market of perfume products, as well as trends in the development of the perfume industry in Ukraine. The results of financial activity of domestic perfume companies that have witnessed the growth of this sector of the economy over the last 5 years were evaluated.

The current legal framework governing the circulation of perfumery products in Ukraine and the current quality standards for this product category were also analyzed. In accordance with this task perfume compositions were developed on the basis of essential oils of domestic production and investigated in accordance with the requirements of DSTU 4710: 2006 "Products perfumery liquid".

Conclusion. The statistics on the development of the global perfume industry are analyzed and the tendencies of activity of the domestic perfume industry during 2012-2018 are analyzed. The prospects of this direction of the national economy in Ukraine and high prospects of competitiveness of the perfume industry in the domestic and foreign markets have been established. The composition of perfumery compositions and liquid perfumery means of liquid form of flower and fantasy production direction is developed. Its quality indicators were evaluated in accordance with the requirements of the current regulatory and technical documentation.

STUDY AND EVALUATION OF EFFICIENCY AND SAFETY OF COSMETIC PRODUCTS IN THE UKRAINE MARKET

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Introduction. Global analytical companies predict that the cosmetics market will grow by an average of 6.3%. According to a report from Orbis Research, beauty is big business, and by 2023 the global cosmetics market will reach \$ 806 billion. The Ukrainian market is also distinguished by the demand and growing popularity among consumers of cosmetic products. As a result, there is an increase in the activity of domestic cosmetics manufacturers. The financial results of the activities of the cosmetic industry enterprises are characterized by positive development trends – in 2018, the number of business entities increased to more than 500 units, the volume of domestic products sold amounted to about 4 million UAH.