

Aim. Study and assessment of the effectiveness and safety of cosmetic products for hygiene purposes in the Ukrainian market.

Materials and methods. As objects of study, hygiene cosmetics presented on the Ukrainian market were studied. As research methods, methods of analysis of open information sources were applied – in particular, materials from the Compendium publication, instructions for the use of cosmetics, international and domestic regulatory documents that regulate the requirements for the effectiveness and safety of cosmetic products.

Results and discussion. The initial stage of the work was to study the development trends of the global cosmetic market, the main of which were: increasing consumer demand for multifunctional cosmetic products, an ever-growing interest in organic cosmetics, and a request for safe and environmentally friendly cosmetic ingredients. The features of the cosmetic market of Ukraine were also studied, which is characterized by a high proportion of facial skin care products – about 25% in the structure of all cosmetic products, 15% of the products for body and oral mucosa care. The results of the financial activities of enterprises of the domestic cosmetic industry, which indicate its competitiveness in the domestic and foreign markets, are analyzed.

The analysis of the range of cosmetic products manufactured by enterprises of Ukraine established the prospects for the development of the domestic cosmetic industry in the direction of products for the care of mature, problem skin, skin products for children.

One of the relevant aspects of reforming the national cosmetic market is to ensure the proper quality and safety of cosmetic products. In this regard, the study of the effectiveness of cosmetic products in accordance with the requirements of international standards is particularly promising. Foreign standards for assessing the safety and effectiveness of cosmetics were analyzed. The regulatory documents governing the requirements for the safety of cosmetics in Ukraine were also considered. The description of the requirements of the draft Ukrainian Technical Regulation for cosmetic products in the latest edition regarding its safety and effectiveness is presented. Based on the above techniques, an assessment of the effectiveness and safety of the use of cosmetic products for hygienic purposes. The composition of the analyzed cosmetics was also evaluated for their potentially unsafe effects when used.

Conclusion. According to the results of the research, tendencies of development of the world cosmetic market are established, and also the features of the Ukrainian market of cosmetic products are described, its segmentation by categories, forms of production and cosmetics manufacturers is described. Methods for studying the effectiveness and safety of cosmetics according to international regulatory documents are described, and an analysis of the relevant documentation in Ukraine is presented. The safety effectiveness of hygiene cosmetic products was assessed. Based on the results of the study, the need for evaluating the effectiveness of cosmetic products in the process of regulating turnover at all stages of its life cycle is proved.

PROSPECTS FOR COSMETIC CREAM FOR TREATMENT OF SEBORAL DERMATITIS

Larina O.L., Gurtovska A. A.

Scientific supervisor: Bobro S.G.

National University of Pharmacy, Kharkiv, Ukraine

Svetabobro1@gmail.com

Introduction. Currently, there is a steady increase in the frequency and prevalence of skin diseases of the skin, such as atopic dermatitis, seborrheic dermatitis, contact dermatitis, eczema, psoriasis, etc., which are detected in 25% of the population. Skin diseases deliver pronounced psychological discomfort to the patient, so it is important to stop the symptoms of the disease as soon as possible.

The aim of the study is to study the etiology, pathogenesis, clinical symptoms and treatment methods of seborrheic dermatitis.

Materials and research methods. Methods of research are literary sources and Internet resources.

Results and discussion. Seborrheic dermatitis causes a yeast-like fungus of the genus *Malassezia*, but it is incorrect to call this disease infectious: the causative agent is a conditionally pathogenic microorganism that lives on the epidermis in almost every healthy person.

The fungus that causes the disease produces special lipolytic enzymes that can break down fatty acids in sebum. When there are too many fungi, these chemicals provoke an inflammatory reaction, which is accompanied by the destruction of skin cells, as well as the release of histamine, a chemical substance that causes itching. Combing itchy patches aggravates inflammation and worsens the appearance of the skin with seborrheic dermatitis.

Symptoms with seborrheic dermatitis develop gradually. In the initial stages, yellowish-red scaly spots and vesicles appear in the lesion sites, which can combine into large plaques covered with oily scales. As a rule, seborrheic zones are located symmetrically. Dense crusts form on the scalp, cracks appear in the area of natural skin folds. The severity of seborrheic dermatitis is determined by the area of skin lesion and the intensity of the inflammatory process. The tactics of helping patients with seborrheic dermatitis includes two main areas. Firstly, the fight against the causes of the disease: normalization of metabolism and suppression of the activity of skin microflora. Secondly, the elimination of symptoms of the disease, which cause physical and psychological discomfort to patients. Systemic therapy involves the use of vitamin and mineral complexes and antimicrobial agents. In some cases, with a pronounced inflammatory reaction and itching, the patient may additionally be prescribed antihistamines.

External agents for the treatment of seborrheic dermatitis help fight the symptoms of seborrheic dermatitis, as a rule, they are available in the form of ointments, gels and aerosols. Their advantage lies in the fact that they act in a directed way: they help relieve inflammation, itching, fight dryness and peeling, and also, depending on the form of the disease, are able to moisturize or dry the epidermis. There are also antifungal and antibacterial ointments that allow you to suppress excess microflora locally, without adversely affecting the gastrointestinal tract. External agents effective in seborrheic dermatitis can be divided into two subgroups: hormonal and non-hormonal. A more gentle, but often - not inferior in terms of effectiveness, approach to the treatment of seborrheic dermatitis is the use of non-hormonal drugs. Each group of these funds has certain advantages, but most importantly - they are devoid of serious side effects of hormonal ointments and creams.

A frequent contraindication to the appointment of non-hormonal drugs is individual intolerance to one or another of their components. It is not always possible to predict this, therefore it is important to pay special attention to the condition of the skin in the first days of using the new product. Side effects may include dry skin, increased photosensitivity and allergic reactions.

Conclusions. Despite the fact that seborrheic dermatitis does not pose an immediate threat to the patient's life and does not deprive him of his ability to work, this ailment can significantly worsen the quality of life and reduce the self-esteem of a sick person. Therefore, it is important to start treatment at the first sign of an exacerbation, and if the disease manifests itself for the first time, you should always consult a qualified dermatologist.

SKIN DEFECTS WITH TELEANGIECTASIA AND ITS STAGES

Mirgorod V.S.

Scientific supervisor: prof. Bashura O.G.

National University of Pharmacy, Kharkiv, Ukraine

svetabobro1@gmail.com

Introduction. The high prevalence of vascular diseases of the skin leads to the development of complications and significantly harms the psycho-emotional state of the person. One significant example is the problem of telangiectasia. Their expression can range from minor