

flaws to marked skin changes. But regardless of the degree of manifestation, telangiectasis (couperose) bring cosmetic and psychological discomfort to the person. Therefore, there is an urgent need to consider and study this cosmetic problem. There are currently enough hardware and injection techniques available in the world market to combat this disease. And also special cosmetics containing complexes of substances (plant extracts, patented complexes with vasoconstrictive action) are used.

The main problem is that this niche of cosmetics, almost completely filled with cosmetics of Western manufacturers. Also, cosmetics with anti-capillary or low cost cosmetics are either ineffective or ineffective but inaccessible to most citizens. Thus, it can be concluded that the development of a phytoextraction drug for skin care with telangiectasia, which would fulfill the tasks set and was reasonable in price, is relevant for the Ukrainian market.

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

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

Results and discussion. Teleangiectasia (cuperose) is a vascular pathology that is manifested in the enlargement of small vessels, impaired vascular wall resistance, and impaired blood circulation. As a consequence, the skin trophy is disturbed, its immunity is reduced, the reactivity, the tendency for atopias to increase. Cuperose is not just a cosmetic defect, it is a medical problem, because the skin is a kind of mirror of the body.

It is possible to divide couperose into congenital and acquired.

During couperose it is decided to distinguish four stages. Patients report discomfort - itching, burning, tingling, redness, increased skin sensitivity - even before the onset of clinical signs of telangiectasia.

Stage I of cuperiosis: single enlarged capillaries on the background of general reddening of the skin (erythema).

Stage II couperose: enlarged capillaries merge into a small mesh and find a more saturated hue.

Stage III of cuperiosis: There are many vascular nets, with persistent redness on the skin.

Stage IV of cuperiosis: telangiectasia covers a large area of the face (body), with white areas of the skin visible, which indicates vascular spasms and serious disturbances of microcirculation.

Conclusions. Few seek help from an initial cosmetologist. Often, the first step is to see a therapist because the patient accepts these symptoms as allergic. But the most common, unfortunately, self "treatment" with the total availability of antihistamines, hormonal ointments and the willingness of pharmacists to "help in the treatment of allergies." Temporary reduction of symptoms leads the patient to think about the correctness of the decision, and a visit to the cosmetologist is delayed.

ANALYSIS OF COSMETIC CARE PRODUCTS BEYOND THE AREA AROUND THE EYES

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Introduction. According to the Euromonitor research company, this year, sales in the beauty industry market will exceed \$ 11 million, and its global value will be \$ 76 million in 2019.

The financial results of the activities of the cosmetic industry enterprises indicate the demand for this category of products on the Ukrainian market – In 2018, the volume of domestic products sold amounted to UAH 8069.2 million, the volume of products sold abroad amounted to UAH 1141.7 million.

Aim. Analysis of trends in the modern range of cosmetic products sold in pharmacies in Ukraine.

Materials and methods. Cosmetic products intended for cosmetic skin care of the face, namely, the area around the eyes, were presented as objects of study. As research methods, methods of analysis of open information sources were applied – in particular, materials from the Compendium publication, instructions for using this category of cosmetic products.

Results and discussion. Cosmetics for skin care are the most extensive category of cosmetic products sold in Ukraine, which makes up about 25% of their total number. When analyzing the range of cosmetics for face skin care, we studied a group of preparations for the area around the eyes, which makes up 7% of the total number of cosmetic products for the care of this skin area.

The percentage ratio of domestic and foreign products was estimated, which for cosmetics for this purpose in Ukraine was 37%, foreign – 63%. Of the total number of imported drugs, French cosmetics amounted to a maximum value of 28.0%; German cosmetics took the second position – 10%, cosmetics manufactured in Greece amounted to 9%.

Among the Ukrainian preparations are manufacturers of the Kiev, Kharkov, Dnepropetrovsk regions. The maximum number of cosmetics for this purpose is made in the Kiev region – 20%, followed by the Dnipropetrovsk and Kharkov regions – 7% and 5%, respectively.

Studying the nomenclature of this product category by release forms, it was found that creamy preparations – 67%, gels – 10%, solutions – 8%, balms – 7%, cream-gels and masks – 4% and 3%, respectively, have the largest number of release forms.

Among foreign drugs, creams are also the largest ratio of their total amount – 41%, followed by gels and solutions – 7% and 5%, respectively. The maximum amount of the total number of Ukrainian cosmetics is creams – 26%, gels – 4%, solutions – 3%. Balms and cream gels are present in 2% of cosmetic forms of release of funds for this purpose.

Evaluating Ukrainian manufacturers of cosmetics of the studied profile, it was found that creams – 78%, gels and solutions – 11% prevail among preparations made in Kiev. Cosmetics from Dnepropetrovsk manufacturers, for the most part, are represented by creams – 67%.

Among French-made preparations, creamy forms of release prevail – 64%, liquid forms make up 12%, balms and gels – 8% each. German-made cosmetics are represented by creams – 45%, gels – 33%, balms – 22%. Preparations made in Greece make up 62% of creams and 38% of masks.

Conclusion. Based on the analysis of the range of cosmetics for skin care, the results of segmentation of cosmetic products intended for cosmetic care of the eye area are obtained. The features of the distribution of cosmetics of a given direction of action depending on the country of origin and the form of release are established. The specificity of unification of domestic and foreign products is determined.