

It can be concluded that the problem of determining the level of medical literacy and developing approaches to its improvement is relevant both among the health care industry and among patients. Because it is health awareness that has a major impact on well-being, lifestyle and beliefs about treatment. Thus, it is currently very important to create a universal method for assessing the medical literacy of the population and raising medical awareness.

METTLER TOLEDO IS THE WORLD'S LEADING MANUFACTURER OF WEIGHING EQUIPMENT AND ANALYTICAL INSTRUMENTS.

THE SUCCESS STORY

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Introduction. Erhard Mettler (1917–2000) was born in St. Gallen, a small town in northeastern Switzerland. After careful training in precision mechanics he founded his own company, Mettler Instrumente AG, in 1945 in the town of Küsnacht, near Zurich. There he developed and for the first time in the world mastered the production of original scales with one balance pan. Mettler scales introduced in 1946 provided faster weighing, were more convenient and accurate even in a wider range of weighing attachments compared to traditional equal-shoulder scales with two balance pans. Soon, Fisher Scientific Corporation (USA) launched a marketing campaign for Mettler to advertise new devices, and gradually the new type of scales replaced the old ones, and became a model of the most accurate and reliable scales among laboratory workers.

Aim. The aim of our work was to analyze the successful historical path of one of the leading multinational corporations – Mettler Toledo, which for more than seventy years of its existence has always been at the forefront of scientific progress and innovation and has rightfully become a world leader in the production of analytical scales, devices and high-precision laboratory equipment.

Materials and methods. The materials of periodicals, scientific reference literature and electronic publications available to us were studied, and we were convinced of the high world ratings of Mettler Toledo for many years of its existence.

Results and discussion. The dynamic history of the development of Mettler company, which 45 years later became a huge multinational corporation Mettler Toledo, in the production of scales and laboratory equipment was impressive.

In 1952, the first Mettler microbalance appeared at the market with a discreteness of up to a millionth of a gram, and two years later – to a ten millionth of a gram. The first precision mechanical scales for weighing up to 0.1 g or 0.01 g appeared at the market in 1954, as well as the Mettler Instruments Corporation (MICO) opened in Highstown (USA). In the following years, other foreign branches were opened, for example, in 1957 in the city of Giessen (Germany).

In the late 50s, the Joint-Stock Company Dr. Ernst Ruest AG was formed; it was later called Mettler Optik AG. High-precision scales with dashed divisions for mechanical scales were made here. Since 1962 Mettler scales have been produced with these scales.

In 1964, the Corporation introduced a TA1 thermoanalytic device with the ability to perform thermogravimetric analysis (TG), differential thermogravimetric analysis (DTG) and differential thermoanalysis (DTA). In the mid-60s, the company's production facilities were developing in the towns of Uznach (installation of precision scales), Stäfa (FP devices for determining the melting point) and Greifensee near Zurich. The first electronic precision PE scales with an external control

module were introduced in 1968. In 1970, a DV/DK titrator, which made it possible to simplify and automate the titration process, was produced. The new devices, which were presented at the ASNEM exhibition in Frankfurt, were used in “wet” chemistry during the research work, as well as when performing the production control. Mettler was also joined by Microva AG – a scale manufacturer in Walzenhausen.

AUGUST SAUTER KG company founded in 1856 in Albstadt-Ebingen, (Germany) joined the Mettler group in 1971 with 500 employees. The company specialized in the development and installation of industrial and commercial scales. Now the company is called Mettler-Toledo (Albstadt) GmbH. At theACHEMA exhibition in Frankfurt, in 1973, there was the first presentation of Mettler RT1200 electronic precision scales (the weighing range – from 0 to 1200 g, discreteness – 0.01 g). In 1974, the RTV Service (Institute of Physics and Technology in Braunschweig) issued a certificate to the Mettler company for calibrating scales according to the highest accuracy class (1st Class). Later, it was joined by the services of France, Austria and Switzerland. In the following years, mechanical measuring devices were transformed into electronic ones using the latest microprocessor technologies. In 1975, the company celebrated the opening of new production facilities in Uznach, and in 1977, industrial scales of the KOM series and commercial scales of the LA/LAB series were completed at the plant in Albstadt-Ebingen (Germany) and entered the market.

The first presentation of PC electronic precision scales with the DeltaRange function took place in 1978. By pressing a key the user can get 10 times more accurate weight values. In the USA the scales received the prestigious IR100 Award among the 100 most important technical developments.

The first presentation of MultiRange electronic precision scales of the KE series manufactured in Albstadt-Ebingen took place at the Hanover Fair in 1982. The first electronic precision scales of the PE series were developed; thanks to the new design of the weighing cell levers they did not exceed two five-franc coins in height. These scales were awarded for excellent industrial design. In 1985, there was a joint development of a RC1 reaction calorimeter with Ciba-Geigy AG (Basel).

In April 1986, Mettler merged INGOLD – a manufacturer of electrodes and sensors for laboratories and industry – with the head office in Urdorf.

A new series of Mettler PM scales with a digital display, a DeltaTrac analog indicator and software cassettes was spreading around the world. In 1987, Mettler bought most of the shares of Garvens Automation GmbH in Giesen near Hanover (Germany). And since October 1988, analytical scales of the AO series, a new concept with a convenient access to the balance pans, automatic calibration, and environmental protection entered the world market. In 1989, Mettler-Instrumente AG (now Mettler-Toledo AG) bought all shares in Toledo Scale Corporation, Ohio (USA), a major American manufacturer of industrial scales. Thus, in 1990, a new Mettler Toledo brand appeared. Nowadays it is known all over the world.

Mettler MT5 microbalance with a resolution of 5 million divisions, i.e. with readings from 0.000001 g to 5 g, was produced in 1991, and the following year an UMT2 ultramicrobalance with a resolution of 20 (!) millions of divisions appeared. This allows automatic weighing in the range from 0.0000001 g to 2 g.

In 1993, the Corporation introduced a three-stage weight concept: basic, standard and professional. A new TA 8000 thermal analysis system was presented.

In 1994, a new ultramicrobalance was produced for the TGA 850 thermal analysis system for weighing in the range from the room temperature to 1100°C.

Since 1997, Mettler Toledo has been an open Joint-Stock Company, and its shares begin to be listed on the New York Stock Exchange. And in 2001, there was a takeover of RAININ, a

company engaged in the production of high-precision automatic pipettes. The analytical scales and a microbalance of a new generation – the AX/UMX series with a touch screen and ergonomic design appeared.

Mettler Toledo appeared at the market of the former USSR back in the 1980s. Now the corporation has a number of representative offices in the cities of the Russian Federation, Kazakhstan, and Ukraine (Kyiv). All Mettler Toledo products are manufactured in accordance with the international quality standard ISO9001 and the environmental safety ISO14001. Among the products of the concern there are scales of various models and purposes, devices for thermal analysis and automatic titrators, pH meters and ionomers, density meters and refractometers, UV/VIS spectrophotometers, various high-precision laboratory equipment.

Mettler Toledo now has a worldwide manufacturing, retail and service network. The corporation is represented in 120 countries around the world. The company's production facilities are located in Germany, France, Great Britain, Switzerland, the USA and China. The group is headquartered in Greifensee, Switzerland.

Conclusions. Graduates of the National University of Pharmacy, future specialists in the field of pharmacy, should adopt the best practices of the world's leading corporations and be able to build a modern pharmaceutical production, an advanced educational, production or scientific laboratory, a successful independent country in the future.

RESEARCH OF BASIC MARKETING TRENDS OF BEAUTY INDUSTRY DEVELOPMENT IN UKRAINE

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Introduction. Nowadays development of the service market is more than ever an indicator of the country's success and economic development. Due to dynamism and constant transformation of the service market, it is important to understand the features of the approach to marketing activities in this area and ways to increase its efficiency. It's important to pay attention on beauty industry in a crisis caused by quarantine restrictions.

Aim. The aim of the research is to conduct a retrospective analysis of the implementation of basic marketing trends in terms of the development of the Ukrainian beauty industry during the quarantine period.

Materials and methods. Review, retrospective and marketing research methods were used during analysis. Due to variability of the structure of the global and domestic beauty industry, the period from 2019 to early 2021 was analyzed. Significant changes caused by quarantine restrictions because of COVID-19 pandemic had been taking into account.

Results and discussion. Nowadays, the service market in general and the beauty industry in particular, is rapidly transforming as never before, trying to maximize the satisfaction of consumer demand. On the results of generalization of these information sources, it is determined that, we should underline among the main trends in the development of beauty such aspects as opening of mono-format institutions that offer one typical service for clients, age segmentation, which is based on the distribution and range of services depending on the age of the client, including children. The powerful influence of fashion trends from the leading countries of Europe