

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

and the world forces domestic beauty establishments to improve and actively master new techniques, formats, ideas of procedures.

It is curious, but number of salons offering beauty services for men is increased and beauty segment for men in existing establishments is getting wider. It is determined, that despite the relatively low percentage (11% of the total beauty industry) of cosmetics for men, the range of salon procedures for them is increasing: massage, peeling, laser hair epilation, sugaring. In addition, over the past year, the demand for hair color has increased significantly among men, so the greatest demand is silver-gray shade. Moreover, this means the emergence of a tendency to open a completely men's beauty salon to replace the usual barbershops or separate procedures in «women's» salons.

Quarantine restrictions and, in particular, the lockdown period, significantly affected the key point of the beauty industry – the number of customers. Severe restrictions have even forced some salons to stop working, while others have used a «period of inactivity» to remotely improve staff skills and actively access the Internet in order to advertise the salon and attract potential visitors.

However, quarantine restrictions have clearly shown that highly specialized mono-studios are more sensitive to crisis conditions than full-cycle salons.

It should be noted that the pricing policy of beauty salons was not a key factor in «survival» in quarantine, while attention to the client, the provision of additional services and loyalty programs allowed to maintain their position even in adverse conditions.

It is odd, but the restrictions caused by the pandemic have allowed to expand or even develop new activities.

According to the results of generalization of data we can say, that being healthy and beautiful is not just a whim of today, it is a lifestyle. And now more and more people are starting to improve on their appearance and state of health, and therefore self-care, which became especially important during the lockdown, occupies a defining place in the daily lives of Ukrainians. Under such conditions, an effective way to attract the client's attention is counseling: for example, online consultations from a professional cosmetologist on proper skin care appropriate to its type. The active use of gadgets has also allowed the use of applications such as «beauty salon in a smartphone» in the interaction of the beauty industry specialist and the client.

Also found, that the result of increased attention to a healthy lifestyle was the use of the highest quality products that meet European standards for Good Manufacturing Practice (GMP). Organic products, which are considered to be more useful and safer for the environment, are extremely popular today.

**Conclusions.** Thus, despite the fast development of the beauty industry, Ukrainian companies are only implementing effective marketing strategies, which are actively implemented in the leading countries of the beauty industry. First of all, it is important to understand that the market for services is fundamentally different from the market for goods, and therefore requires the use of completely different strategies. In the realities of the twenty-first century, special attention should be paid to video marketing, the active use of social networks and the expansion of the range of additional services that a potential consumer can receive.

The bad experience of many beauty salons in severe quarantine restrictions has demonstrated the importance of adapting to new conditions, maximizing online customer contact, following global trends and gaining new knowledge.