

CIRCULATION PROBLEMS OF DIETARY SUPPLEMENTS AT THE UKRAINIAN MARKET

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Among the key measures of the state identified in the Concept of the State Policy of Ukraine it is rather important to implement measures to preserve the health of the population and capacity to work, extension of the duration and quality of life of citizens. The state of sanitation and human performance are affected by many environmental factors, including nutrition, the level of physical and nervous loads and stress, the speed of information exchange, etc. One of the measures to reduce the negative effects of the environment is the use of nutritious food, as well as designing and constructing food products that are not only safe for human, but also of those protecting the genetic structures of a harmful influence. These products are referred to as functional purpose products, food and biologically active additives (dietary supplements). They have a positive effect on the corresponding body functions; thus, providing for their regular consumption reduces the risk of chronic diseases.

According to the literature about 70 % of the EU countries and the United States take dietary supplements. Less than 10 % of the population of Ukraine regularly consume special foods, although the statistics in our country is not practically conducted. It should be noted that according to modern research the use of dietary supplements for native citizens is more important than for the population of developed countries. Sales of dietary supplements in pharmacies and other pharmacy institutions of Ukraine are not prohibited under paragraph 1.3. of the Order of the Ministry of Public Health of 23.07.96 No. 222, i.e. it has been stated that the dietary supplements can be sold through pharmacies, branch pharmacies and so on.

The aim of our study was to identify the problems of circulation of dietary supplements at the pharmaceutical market of Ukraine taking into account the legal framework that regulates the circulation of special food.

In the course of these studies we have also outlined the range of regulations governing the circulation of dietary supplements in Ukraine, namely the Ministry of Public Health of 30.06.94 No. 117 "On the Procedure for prescribing and dispensing

medicines and medical products from pharmacies", Ministry of Public Health of 23.07.96 No. 222 "On approval of sanitary rules and regulations on the use of dietary supplements", Resolution of 26.07.06 No. 1023 "On implementation of Article 28 of the Law of Ukraine" on the safety and quality of food", a number of specifications, specifications for the manufacture of certain dietary supplements and others.

As a result of the analysis of these legal acts the "nontransparency" and the low availability of information concerning safety and optimal dosage when using some prohibited substances have been determined. For example, Hepatoclin contains an alcoholic extract of *Convallaria majalis*, which is a potent plant raw material and cannot be used by the consumer without regard to the individual state of the cardiovascular system and mandatory professional advice. Another concern is the fact that dietary supplements can be purchased via online shops, supermarkets, distributors, and use them as you wish. We believe that this problem can be solved by creating an appropriate legal framework for the use of dietary supplements.

Many researchers, including scientists working under the supervision of prof. Nemchenko A.S. and prof. Mnushko Z.M., have shown that most of the consumers have a responsible attitude towards the use of dietary supplements, consult with doctors or pharmacists how to take them and about the consequences of their action and possible complications, explaining that they trust to these healthcare professionals. However, because of the lack of complete information dietary supplements purchased over the counter can be regarded by the consumer as drugs that do not have a sufficient level of evidence.

Thus, it can be stated that pharmacies themselves are one of the basic tools of quality control of dietary supplements on their way to consumers. Therefore, one of the main areas to regulate the dietary supplements circulation is to have a clear definition of the status of dietary supplements and to set the rules of providing information about them to the consumer, creating protocols of this group dispensing, advertising, giving the information on the package leaflet of the product.