

ANALYSIS OF RANGE OF CHILDREN'S PRODUCTS IN THE FORM OF SOOTHER IN THE PHARMACEUTICAL MARKET

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In the first half of the XX century, when special attention has been paid to neatness and good manners soothers have been treated inappropriately, as both unhygienic and unpleasant habit. But in the last few years the attitude to soothers has become favorable again, as they help at delayed gases and prevent sucking fingers.

It was found that newborns who were given soothers subsequently rarely suck fingers. On the other hand, many children are accustomed to soothers, still need it till 1-2 years, and sometimes - even up to 3 years.

Ancient soothers were a piece of animal skin. Pacifier appeared in modern form around 1900, when it first was patented in the U.S. as a "baby comforter".

The range of children's soothers currently has increased significantly. For example, pacifier - a soother without holes attached to a plastic disc that is not allowing a child to involve the entire pacifier in her mouth.

Currently, there are many new baby soothers: pacifiers of firm Chicco (soft natural pacifiers in the form of cherry, anatomic shape, fluorescent, "drop" soother, orthodontic, etc.) Avent firm pacifiers (different soothers for bottles, conventional pacifiers, orthodontic, breathing pacifiers, etc.) Mustachifier Baby Pacifier company products (pacifiers with a mustache, in the shape of the teeth, balls) pacifiers with thermometer, soother with a variable flow and others. Today in the market are also represented new teats with antivacuum system which main element is a valve. This device, first, reduces the amount of air swallowing during sucking, significantly reducing the frequency of regurgitation, and secondly, prevents sticking of teat, allowing the baby not come off the bottle during feeding.

According to the State register of medicines and medical devices there are 27 items of soothers, of which 7 % are of domestic production and 93 % are imported.

In Ukraine only one company is engaged in the production of soothers - "Kyivguma."

We have carried out research of forign manufacturers. It has been found that 15 foreign companies produce this type of product. Thus, according to our data, we can conclude that (according to the register data) baby pacifiers are most often imported to Ukraine from Germany, Poland, Thailand, China.