PACKAGE`S MARKING AND DESIGN – IMPORTANT ASPECT OF DRUG`S SAFETY

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The importance of correct product labeling, marking and packing for exports cannot be overstated. Their regulations vary from country to country, however, certain basic information is constant in all regulations. For example, necessary information, which primary and secondary package of drug should contain, helps final consumers to identify it in a large range of different trade names of drugs, for pharmacist – to provide its inspection analysis with all-round studying of its quality and estimation of safety. In Ukraine the marking of initiate and outer package is regulated by: the law of Ukraine about drugs, 1996; the Branch Standard of Ukraine "Graphic Design of Drugs. General requirements.", 2000. Now in Ukraine marking of drug package is regulated by Order of MoH № 426 with amendments introduced by Orders of MoH № 536 and 543.

However, not only marking of package, but also its design helps pharmacist to provide more comfortable control of drug`s origin, it`s quality, with high level of inspection`s result. Packaging design should also take into account the needs and capabilities of the widest possible range of potential users, and in particular older and partially sighted users, and how they interact with the medicine in the home.

Purpose of our research was to work out recommendations to the design and labeling, which can be used in inspection analysis of drugs. Using the literature data we established, that if secondary packaging is cluttered with text and images, it can be difficult to recognize important information and identify the correct packaging, but using blank space, critical information such as the medicine name and strength can be emphasized.

Concerning the use of color, it can help to distinguish between, for example, different strengths of the same medicine and between similarly named medicines.

It can be used also for make the style of primary and secondary packages common, for such case, when patients take more than one medicine, or the same medicine in two or more strengths, and have be able to identify which blister strip belongs to which pack, even if they mixed it.

To prevent insufficient information about the medicine after cutting of single blister pockets, the medicine name and strength should be printed on each pocket of the blister strip. If the size of the pocket is too small, the information should be repeated in a pattern across the entire strip.