

## NASAL MEDICINES AT THE PHARMACY

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**Introduction.** One of the symptoms of a cold is rhinitis — inflammation of the mucous membrane of the nasal cavity. There is evidence that in economically developed countries 15-20% of the population suffer from rhinitis. Despite the fact that this disease does not require hospitalization of the patient and does not lead to disability and death, it has a significant negative impact on social life of patients. Nasal means (NM) are one of the most purchased drugs in pharmacies. They are interested in most of the population during the season of colds and epidemics.

**The purpose of the study.** Analysis of the assortment of nasal medicines in the pharmacy.

**Materials and methods.** Content analysis, marketing analysis, logistics analysis, grouping. **The results of the research.** 148 nasal medicines in form of sprays, drops, ointments, tablets, capsules, drops for oral administration, lotions, gels, solutions are registered in Ukraine. Most of this group is over-the-counter drugs. In accordance with the ATC classification NM group R01A Decongestants and other medicines for local application for diseases of the nasal cavity are presented with sympathomimetics, anti-allergic medicines, corticosteroids and other means.

As a result of our analysis of the range of nasal drugs on the basis of one of drugstores of the city of Kharkiv, it was found that medicines of this group are presented only in dosage form (DF) drops (33 titles) and sprays (38 items). NM in the form of drops are sympathomimetics on the basis of naphazoline (9 medicines), Oxymetazoline (5), Xylometazoline (8), phenylephrine and dimethindene (4), including 10 in pediatric DF. The range also includes 2 plant medicines and 2 salt solutions. NM in the form of sprays are submitted more widely by sympathomimetics: simple (20 products, including 3 in pediatric DF) and combined (9 drugs, 2 in pediatric DF); an antiallergic drug (Na-cromoglycate – 1 drug) and corticosteroids on the basis of budesonide (1 medicine), fluticasone (3) and mometasone furoate (2). Also 3 salt solution are in the form of a spray.

Studies have shown that sympathomimetics (drugs) on the basis of Oxymetazoline (Nazivin®, Noxprey, Nazol®), Xylometazoline (Galazolin®, Pharmaton®, Elcatonin®, Aqua) and naphazoline (Naphazoline®, Sanorin) have the greatest demand among nasal drugs.

**Conclusions.** Studies have shown that NM in the pharmacy are presented a relatively wide, however, only in the traditional DF. Therefore, the widening of the range of this group of drugs at the expense of other DF will improve the level of satisfaction of the needs of the population. It is necessary to consider consumers' preferences during forming of assortment.