

or a side, that's why they pay so much attention to the image they sell you. They will place their products very carefully and choose their models, and generally will hire Justin Bieber for a Calvin Klein's underwear ad, Johnny Depp for a Dior fragrance, or Cristiano Ronaldo for a Hublot watch publicity, they can also make rappers wear and sing about how cool people who wear Louboutins are. The point is that by placing the product appropriately, they will effectively trick you into thinking that you will become one of the superstars or the cool people buy using these products. On another hand, by owning human beings like to show off what they have and to brag about how much money they spent on something. This is all due to the effect a brand could have on the consumer and how the society started categorizing people by certain stereotypes and criteria. Finally, as a conclusion I will dispense an interesting study conducted by OKCupid that will make you think a little bit more, it suggests that iPhone users are likely to have twice as more sex than their fellows Android users.

Conclusions. Analysis conducted has clearly indicated that brand attraction is operated by peculiarities of human behavior traits to a greater extent, than by advertisements and judging about goods quality.

STUDY OF THE INFLUENCE OF GEL-LACQUER ON THE BODY

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Introduction. To date, the beauty industry offers a variety of means by which a person can show his personality. This is the use of different types of makeup, hair dyeing techniques, piercing, and others. Another way of self expression is to perform a manicure. Millions of women all over the world use a gel-lacquer to design nail plates. Nails are not only a protective barrier, but also perform aesthetic and cosmetic functions. Along with face, neck and hands, nails are open areas of the body for visualization. Their condition, appearance, have a psychological impact on the interlocutor, which is important for employment, negotiation, etc.

Aim. Given the relevance of the topic, the purpose of our work was to analyze the data relating to the use of gel lacquer for manicure and its effects on the body.

Material and methods. A survey was conducted for 289 women aged 18 to 28 years for the use of nail design using gel lacquer.

Results and discussion. The greatest damage is the ultraviolet lamp that is used to harden the gel-lacquer on the nails. Scientists describe cases of squamous cell carcinoma on the back of the brush in women who regularly used gel-lacquer. Improper disinfection of tools for manicure can cause purulent inflammation of the skin around the nail plate, fungal lesions of the nails (onychomycosis) and infection with hepatitis B, C and HIV. The survey showed that most women use the services of a manicure master: 63.7% do gel-lacquer coating once a month, 20.8% - 2 times a month and only 6.4% do not do it at all. The respondents found out about its existence at the age of 14-17 years - 69.8%, at the age of 18-19 years - 14.2%, and 20-28 years - 14.7%. 50% of respondents continuously make manicures during 6 months-1 year, 20.6% during 3-4 years, 20.6% -1-2 years; 8.8% - more than 4 years. Often known damage is gel-lacquer – 55.3%, but about 10% does not have information about its negative influence. Among the participants of the study were various complications: 15% of the respondents noted the fragility of the nail plate, 3% had fungal lesions of the nails, and 11% - inflammation of the side rollers.

Conclusions. Thus, as a result of the work, it was found that most women regularly use gel-lacquer for a long time - from 1 to 4 years, despite the fact that they are known for its negative impact on the condition of the nails. 30% of respondents had negative consequences after prolonged coverage of nails with gel lacquers. In order to prevent the development of undesirable effects, it is important to understand and understand the information on the influence of the gel-lacquer, the possible consequences of its use, and the conscientious choice of the master and materials.