

## ZIKA VIRUS

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**Introduction.** Zika virus is mosquito-borne disease which was found in Uganda in 1947 in rhesus monkey. It was first related to Yellow Fever, West Nile viruses etc. It was named after Zika Forest in Uganda. The outbreak of Zika virus is in Eastern part of Africa, America, Asia etc.

**Aim.** This study is targeted at Zika virus infection and ways of its spreading.

**Materials and methods.** Descriptive method was used based on the analysis of 14 recent scientific journals, articles and reviews.

**Results and discussion.** The signs and symptoms is still not clear, but is likely to show in 2-7 days. It is similar to air-borne virus infections such as Fever and Dengue. The signs are joint pains, headache, muscles pains, skin rashes etc. Therefore the signs are usually mild and last for 2-7 days. There is currently no vaccine for Zika virus according to W.H.O but there is some preventive measures. They are as the following: close your doors, windows to prevent mosquito from entering; if you feel feverish please kindly visit the doctor as soon as possible; wear long-sleeved shirts and long pants; stay in places with air conditioning and window and door screens to keep mosquitoes outside; take steps to control mosquitoes inside and outside your home; treat your clothing and gear with permethrin or buy pre-treated items; use Environmental Protection Agency (EPA)-registered insect repellents. Always follow the product label instructions; when used as directed, these insect repellents are proven safe and effective even for pregnant and breastfeeding women; do not use insect repellents on babies younger than 2 months old; do not use products containing oil of lemon eucalyptus or para menthane diol on children younger than 3 years old; mosquito netting can be used to cover babies younger than 2 months old in carriers, strollers, or cribs to protect them from mosquito bites; sleep under a mosquito bed net if air conditioned or screened rooms are not available or if sleeping outdoors; prevent sexual transmission of Zika by using condoms or not having sex.

**Conclusion.** In conclusion the Zika virus is more dangerous than Ebola. This is due to its ability to spread rapidly during a short duration with devastating neurological effects. Although the Ebola virus can kill humans easily it is much harder to transmit the pathogen. The threat of Zika effects a larger population and is prevalent in a greater number of countries compared to Ebola. Therefore the threat of Zika is more concerning than Ebola.

## BRAND ATTRACTION AND HUMAN BEHAVIOR: UNDERSTANDING THE CONCEPT

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**Introduction.** The motives that push people to seek brand names (in all industries; clothing and jewelry, electronics or autos etc.) attract attention of many researchers and common people worldwide.

The **aim** of the study was to find some relationships between brand attraction and human behavior traits.

**Materials and methods.** Analysis of scientific sources about brands and consumption behavior.

**Results and discussion.** Every individual seeks quality of course, but when it comes to brands it can become a little bit trickier since people tend to lean more toward “Big Names” (Nike, Versace, Louis Vuitton, Mercedes, Apple, Starbucks, Gucci, Adidas, McDonald’s and so on) to try to fit in a certain category of the society, a high status class, or maybe just to represent themselves. For example, if Samsung’s publicity speech slogan says that “The Future is Now”, you go and buy their device thinking that by owning a Samsung device others will perceive you as a futuristic. What I’m trying to say is that brand industries know very well that the consumer is always trying to define himself by joining a movement

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.