

## THE PROBLEMS OF STANDARDIZATION OF MEDICINE COSMETICS IN UKRAINE

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**Introduction.** The problem of standardization of medicinal cosmetic products is important for the development of the cosmetic industry of Ukraine/

The cosmetic industry of Ukraine expresses the presence of the prospects for increasing the competitiveness and ensuring the import substitution, as a result of which the study of modern approaches to the standardization of cosmetic products with a view to their further development in accordance with the requirements of international standards and European directives is an important and topical issue.

**Aim.** The purpose of the work was to study the question of standardization of medicinal cosmetics in Ukraine and to determine the actual trends and ways of further development of this area of activity.

**Materials and methods.** The object of research is medicinal cosmetics that are in circulation in the Ukrainian market. The research was carried out by analyzing the legislative and regulatory framework, scientific publications, as well as marketing analysis of the medicinal cosmetic products assortment, which are being implemented in the pharmacy establishments of the city of Kharkiv and the Kharkiv region.

**Results of the research.** Our research has shown that the cosmetic market in Ukraine is characterized by constant consumer demand and certain growth trends that have been demonstrated in recent years. In the structure of demand in the cosmetic market of Ukraine, the largest share - more than 30% - is occupied by the category of cosmetic products for personal hygiene: foam baths and showers, deodorants, depilators, care products for men and children's skin. Cosmetic hair care products on the domestic market make up more than 19%; for skin care - 18%. The advantage of consumers is the low cost cosmetics, which make up more than 60% of the market; products of the middle price segment is about 30%, premium cosmetics - 9%.

In the domestic market, import cosmetic products, which represent more than 90% of the total volume of cosmetic products, are dominated by almost all the world-famous brands: Avon, Beiersdorf, Colgate-Palmolive, Estee Lauder, L'Oreal, Chanel, Mary Kay, Oriflame, Henkel- Schwarzkopf, Johnson & Johnson, Procter & Gamble, Yves Rocher, etc.

Medical cosmetics make up 1/3 of the range of the pharmaceutical market: it is about 1300 cosmetic brands of about 300 manufacturers. According to the Law of Ukraine "On Medicinal Products" dated 04.04.1996 № 123/96-BP, the means of medical cosmetics are subject to implementation only in the conditions of pharmacies. Research of the range of medicinal cosmetics sold in regional pharmacies showed that the vast majority of this product is intended for the treatment of dermatological diseases of the skin and its appendages - acne, fungal diseases, etc.

In addition to skin pathologies, the object of the influence of medicinal cosmetics is also skin, the various states of which are defined as "cosmetic imperfections" - oily, dry, sensitive, pigmented skin, etc.

Pharmaceutical cosmetics are represented primarily by traditional cream forms of release - up to 60% of the total volume. 20% are liquid forms of release - solutions, lotions. Also today gel forms of release are distributed - 15%, and the smallest share is powder (1,8%).

For medicinal cosmetics, the arsenal and spectrum of which is constantly expanding, the question of standardization is critically relevant. As medicinal products, medicine cosmetics is subject to quality control in accordance with the requirements of the legislation in the field of pharmaceutical activity. However, the current requirements for standardization of do not take into account their features as cosmetic means for the skin. In view of the presence in the medicine cosmetics of specific signs that determine the cosmetic effect and the corresponding consumer characteristics, we consider it appropriate to rate the indicators of cosmetic efficiency. First, it requires the introduction of requirements for pharmaceutical cosmetics to the State Pharmacopoeia of Ukraine. The lack of regulation of the quality indices of such a special category of pharmaceutical products as medicinal cosmetics, the uncertainty of the criteria and methods for assessing their quality, does not allow to properly control the product in circulation. The

problem of standardization is especially topical for the newest forms of medicine cosmetics, whose arsenal and spectrum of action is increasing very dynamically. At the present day cosmetic market, a number of skin preparations of such forms of release are being implemented as bath additives, spit peel, soluble sponge, nail polish, etc., for which there is no appropriate standardization in the State Pharmacopoeia of Ukraine. At the same time, for example, the European Pharmacopoeia contains requirements for the standardization of these forms of drug delivery.

**Conclusions:** The analysis of the regional market for medicinal cosmetic products demonstrates the availability of stable consumer demand for this category of pharmaceuticals and the dynamic growth of the assortment of their release forms and range of action. The study of the legislative framework regulating the circulation of medicinal cosmetic products has brought the need for legislative harmonization of the relevant terminology and classification, as well as the regulation of the requirements for the quality of medicinal cosmetics in the State Pharmacopoeia of Ukraine.

## **DEVELOPMENT OF QUESTIONNAIRE FOR CUSTOMERS IN THE PHARMACEUTICAL ENTERPRISES 'LABORATORIES**

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**Introduction.** An important chapter in the management system in accordance with DSTU ISO / IEC 17025: 2006 «General requirements for the competence of testing and calibration laboratories», which is implemented in the laboratories of pharmaceutical companies, is section 4.7 Customer service. This section consists of two divisions. Section 4.7.1 emphasizes that the laboratory should cooperate with customers or their representatives in explaining the customer's request and tracking the work of the laboratory in relation to the work performed, provided that the laboratory provides confidentiality to other customers. Section 4.7.2 states that the laboratory should have feedback from its customers, positive or negative.

**Aim.** The purpose of our research was to develop questionnaires from clients of the testing laboratory of the pharmaceutical company regarding the satisfaction of our service.

**Materials and methods.** As materials we used the standards of DSTU ISO / IEC 17025:2006 «General requirements for the competence of testing and calibration laboratories» and DSTU ISO 10004:2013 «Quality management. Satisfaction of customers. Guidelines for monitoring and evaluation».

**Results and discussion.** We have developed two forms of customer inquiry sheets – shortened and deployed. In a shortened form on a five-point scale, it is necessary to evaluate the quality of the laboratory's work in 4 positions: 1) the organization regarding the confidentiality of information; 2) terms of execution; 3) the quality of the design of the results; 4) the attitude of the staff to work. There are also two questions with the answers: «Are you planning to continue cooperation with us?» and «Do you have any suggestions or suggestions for improving the quality of our service? Which exactly?». In deployed form, respondents are offered nine questions with options for answering: 1) indicate the types of services you received in the Testing Laboratory; 2) Do you satisfy the range of services offered; 3) availability of necessary information and its content; 4) taking samples; 5) competence of the personnel; 6) information provided in the results; 7) the terms of the tests; 8) Overall assessment; 9) comments and wishes.

**Conclusions.** Practical value of our questionnaires developed by us is to increase the efficiency of communication between customers and testing laboratories of pharmaceutical companies. Feedback with customers, in turn, is analyzed and used to improve the system of management, testing and improving customer service.