

- improving the overall skin tone.

**Conclusions** Microcurrents in cosmetics, contraindications, which is not so common, is a very popular procedure today.

## **FEATURES OF RF-LIFTING IN COSMETOLOGY**

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**Introduction** nowadays there are a huge number of various ways to preserve youthful skin, and, indeed, the modern woman of any age can have the person who is «it has made itself» with the help of qualified professionals, using innovative technologies and latest achievements of cosmetology industry.

**Aim** The aim of this work is to study the features of the use of radio-wave facelift, as the innovative technology in the field of cosmetology, in particular: indications, contraindications, mechanism of action, as well as advantages over other types of anti-aging treatments.

**Materials and methods** During the study of the subject devices for RF-lifting were used, literature, as well as online resources.

**Results and discussion** It is proved that the RF-lifting principle is based on the contact impact of the high-frequency electric field for the purpose of controlled warming of the dermis and subcutaneous fat. This creates a certain temperature, giving a sharp jolt to the development of fibroblasts (the major skin cells). The epidermis in this case plays the role of electric condensers and heated only by heat exchange contact with the dermis and muscle tissue does not heat up.

In general, the generated heat extends to between 3 and 9 mm depth and causes uniform heating to 40-42° C without the thermal diffusion to the neighboring area. Matched temperature conditions allows to act on the tertiary structure of collagen, but it completely while not destroying.

The biological effect of the heat caused by the action of radiofrequency current, is to change the nature of the collagen fibers (from 5 to 30% of the total), followed by immediate reduction of these fibers and progression process for a further 4 – 6 mesyatsev. V particular at a temperature which is achieved in the deep layers of the dermis, collagen partially denatures, resulting in its permutation by breaking the intermolecular bonds. Denatured collagen molecule provides an increase in the density of the dermis and a pronounced tightening effect, a prominent when physical examination – visual and tactile (American authors call this effect skinshrinking or tightening, «radiant skin»). As shown by histological examination.

Ability pulsed exposure at maximum power allows the study, and the strengths and weaknesses of collagen bonds. The immediate effect is due to a controlled reduction of the collagen fibers of the skin frame. The delayed effect is due to the fact that the heating of the dermis to certain temperatures launches a series of compensatory mechanisms, including fibroblast proliferation, increased local blood circulation, and accelerated production neocollagen characteristic of young skin. These histological studies point to a significant increase in collagen and elastin after a course of 6 treatments. Moreover, a significant improvement is observed in all age groups, including older age (65 years). Proven that RF-lifting has a number of advantages over other procedures:

- Suitable for all ages and skin types.
- The procedure is fully controlled.
- Smoothing occurs as skin and muscle tissue.
- Painless, ie does not require anesthesia, only a pleasant warmth is felt during the procedure
- It is left bruises, swellings.
- The procedure does not require preparatory and rehabilitation period.

The effect of radio wave lifting is noticeable after the first procedure. Client notes visible cosmetic effect, fixing the positive results that appear in the rejuvenation of the skin without applying the surgical facelift. During the radio wave lifting is not disturbed the normal rhythm zhizni. Klient can make

a lift even during the lunch break and no one would guess where he was. It is the only non-surgical technique that removes «excess» of the skin and provides the skin to the muscles previa.

**Conclusions**In my opinion, as well as the opinion of many renowned world beauticians scale for radio wave lifting – the future of anti-aging cosmetics. More recently, when it was carried out on the least traumatic rejuvenation methods, they are always compared with surgery like a certain model of perfection that can delay the signs of aging for decades. RF-lifting technology is comparable in efficiency with plastic surgery, but in some cases, far exceeds it. Now, hardware cosmetology quite capable to make a strong competition of plastic surgery.

## **ANALYSIS OF COSMETIC MEANS ALLOWED FOR IMPLEMENTATION IN PHARMACY CONDITIONS**

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**Introduction.** Cosmetic industry continues to occupy leading position in the economy of the countries of Europe, Asia and the USA. World the market for cosmetic products in 2017 is estimated at 532.43 billion US dollars, and by 2023 it will reach a market value of 805.61 billion US dollars, reaching an average annual growth rate of 7.14% during the years 2018-2023.

According to Euromonitor, sales in the beauty industry market in this year will exceed 11 million dollars, and its global value will be 76 million dollars in 2019.

The dynamics of the perfumery and cosmetic industry of Ukraine in recent years also shows positive trends – in 2018 the volume of domestic products sold amounted to UAH 8,069.2 million, the volume of products sold abroad amounted to UAH 1,141.7 million. The financial results of the enterprises indicate the demand for this category of products on the Ukrainian market.

**Aim.** Analysis of trends in the modern nomenclature of cosmetic products sold in pharmacies in Ukraine.

**Materials and methods.** The objects of study were cosmetic products for cosmetic skin care. As the research methods were applied methods of analyzing open information sources – in particular, Compendium 2019, instructions for use this category of cosmetic products.

**Results and discussion.** Cosmetics for skin care- the most extensive category of cosmetic products sold on the territory of Ukraine, which is 24.5% of their total. In the analysis of the range of cosmetics for skin care products was a group of preparations for cleansing and toning the skin of the face was investigated, is 20, 19% of the total number of cosmetic products care for this area of skin.

Estimated percentage of domestic and foreign origin which for cosmetics of destination of Ukrainian production was 41%, foreign – 59%. The total number of drugs imported French cosmetics made up the maximum value – 23.0%; Russian cosmetics ranked second – 11%, German and Polish cosmetics were respectively 8% and 6%.

Among Ukrainian products are presented manufacturers Kiev, Kharkov, Dnepropetrovsk, Lviv, Vinnitsa, Zakarpattia and Poltava region. Maximum amount of cosmetics this destination is made in the Kiev region – 19%, followed by Dnipropetrovsk and Kharkiv regions – 14% and 6% respectively.

Studying the range of this category of products at issue forms It was found that the largest number of forms of release have creamy preparations – 65%, masks make up 15%, solutions – 5%, powders – 3%, gels and balsams – 2%, respectively.

Among foreign preparations are also the largest ratio of their the total amount of creams – 40%, followed by a mask and solutions – 8% and 4%, respectively. Maximum of total the number of cosmetic products of Ukrainian production are creams – 25%, masks – 7%, powders –3%. Solutions, gels and balms are present in 1% of cosmetic forms of release of funds for this purpose.

Evaluating the Ukrainian manufacturers of cosmetics investigated profile, found that among the drugs manufactured in Kiev dominated creams – 10% and 6% of masks. Kharkov cosmetics