

# STUDY AND EVALUATION OF EFFICIENCY AND SAFETY OF COSMETIC PRODUCTS IN THE UKRAINE MARKET

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**Introduction.** Global analytical companies predict that the cosmetics market will grow by an average of 6.3%. According to a report from Orbis Research, beauty is big business, and by 2023 the global cosmetics market will reach \$ 806 billion. The Ukrainian market is also distinguished by the demand and growing popularity among consumers of cosmetic products. As a result, there is an increase in the activity of domestic cosmetics manufacturers. The financial results of the activities of the cosmetic industry enterprises are characterized by positive development trends – in 2018, the number of business entities increased to more than 500 units, the volume of domestic products sold amounted to about 4 million UAH.

**Aim.** Study and assessment of the effectiveness and safety of cosmetic products for hygiene purposes in the Ukrainian market.

**Materials and methods.** As objects of study, hygiene cosmetics presented on the Ukrainian market were studied. As research methods, methods of analysis of open information sources were applied – in particular, materials from the Compendium publication, instructions for the use of cosmetics, international and domestic regulatory documents that regulate the requirements for the effectiveness and safety of cosmetic products.

**Results and discussion.** The initial stage of the work was to study the development trends of the global cosmetic market, the main of which were: increasing consumer demand for multifunctional cosmetic products, an ever-growing interest in organic cosmetics, and a request for safe and environmentally friendly cosmetic ingredients. The features of the cosmetic market of Ukraine were also studied, which is characterized by a high proportion of facial skin care products – about 25% in the structure of all cosmetic products, 15% of the products for body and oral mucosa care. The results of the financial activities of enterprises of the domestic cosmetic industry, which indicate its competitiveness in the domestic and foreign markets, are analyzed.

The analysis of the range of cosmetic products manufactured by enterprises of Ukraine established the prospects for the development of the domestic cosmetic industry in the direction of products for the care of mature, problem skin, skin products for children.

One of the relevant aspects of reforming the national cosmetic market is to ensure the proper quality and safety of cosmetic products. In this regard, the study of the effectiveness of cosmetic products in accordance with the requirements of international standards is particularly promising. Foreign standards for assessing the safety and effectiveness of cosmetics were analyzed. The regulatory documents governing the requirements for the safety of cosmetics in Ukraine were also considered. The description of the requirements of the draft Ukrainian Technical Regulation for cosmetic products in the latest edition regarding its safety and effectiveness is presented. Based on the above techniques, an assessment of the effectiveness and safety of the use of cosmetic products for hygienic purposes. The composition of the analyzed cosmetics was also evaluated for their potentially unsafe effects when used.

**Conclusion.** According to the results of the research, tendencies of development of the world cosmetic market are established, and also the features of the Ukrainian market of cosmetic products are described, its segmentation by categories, forms of production and cosmetics manufacturers is described. Methods for studying the effectiveness and safety of cosmetics according to international regulatory documents are described, and an analysis of the relevant documentation in Ukraine is presented. The safety effectiveness of hygiene cosmetic products was assessed. Based on the results of the study, the need for evaluating the effectiveness of cosmetic products in the process of regulating turnover at all stages of its life cycle is proved.

## PROSPECTS FOR COSMETIC CREAM FOR TREATMENT OF SEBORAL DERMATITIS

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**Introduction.** Currently, there is a steady increase in the frequency and prevalence of skin diseases of the skin, such as atopic dermatitis, seborrheic dermatitis, contact dermatitis, eczema, psoriasis, etc., which are detected in 25% of the population. Skin diseases deliver pronounced psychological discomfort to the patient, so it is important to stop the symptoms of the disease as soon as possible.

**The aim of the study** is to study the etiology, pathogenesis, clinical symptoms and treatment methods of seborrheic dermatitis.