

Materials and research methods. Methods of research are literary sources and Internet resources.

Results and discussion. Seborrheic dermatitis causes a yeast-like fungus of the genus *Malassezia*, but it is incorrect to call this disease infectious: the causative agent is a conditionally pathogenic microorganism that lives on the epidermis in almost every healthy person.

The fungus that causes the disease produces special lipolytic enzymes that can break down fatty acids in sebum. When there are too many fungi, these chemicals provoke an inflammatory reaction, which is accompanied by the destruction of skin cells, as well as the release of histamine, a chemical substance that causes itching. Combing itchy patches aggravates inflammation and worsens the appearance of the skin with seborrheic dermatitis.

Symptoms with seborrheic dermatitis develop gradually. In the initial stages, yellowish-red scaly spots and vesicles appear in the lesion sites, which can combine into large plaques covered with oily scales. As a rule, seborrheic zones are located symmetrically. Dense crusts form on the scalp, cracks appear in the area of natural skin folds. The severity of seborrheic dermatitis is determined by the area of skin lesion and the intensity of the inflammatory process. The tactics of helping patients with seborrheic dermatitis includes two main areas. Firstly, the fight against the causes of the disease: normalization of metabolism and suppression of the activity of skin microflora. Secondly, the elimination of symptoms of the disease, which cause physical and psychological discomfort to patients. Systemic therapy involves the use of vitamin and mineral complexes and antimicrobial agents. In some cases, with a pronounced inflammatory reaction and itching, the patient may additionally be prescribed antihistamines.

External agents for the treatment of seborrheic dermatitis help fight the symptoms of seborrheic dermatitis, as a rule, they are available in the form of ointments, gels and aerosols. Their advantage lies in the fact that they act in a directed way: they help relieve inflammation, itching, fight dryness and peeling, and also, depending on the form of the disease, are able to moisturize or dry the epidermis. There are also antifungal and antibacterial ointments that allow you to suppress excess microflora locally, without adversely affecting the gastrointestinal tract. External agents effective in seborrheic dermatitis can be divided into two subgroups: hormonal and non-hormonal. A more gentle, but often - not inferior in terms of effectiveness, approach to the treatment of seborrheic dermatitis is the use of non-hormonal drugs. Each group of these funds has certain advantages, but most importantly - they are devoid of serious side effects of hormonal ointments and creams.

A frequent contraindication to the appointment of non-hormonal drugs is individual intolerance to one or another of their components. It is not always possible to predict this, therefore it is important to pay special attention to the condition of the skin in the first days of using the new product. Side effects may include dry skin, increased photosensitivity and allergic reactions.

Conclusions. Despite the fact that seborrheic dermatitis does not pose an immediate threat to the patient's life and does not deprive him of his ability to work, this ailment can significantly worsen the quality of life and reduce the self-esteem of a sick person. Therefore, it is important to start treatment at the first sign of an exacerbation, and if the disease manifests itself for the first time, you should always consult a qualified dermatologist.

SKIN DEFECTS WITH TELEANGIECTASIA AND ITS STAGES

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Introduction. The high prevalence of vascular diseases of the skin leads to the development of complications and significantly harms the psycho-emotional state of the person. One significant example is the problem of telangiectasia. Their expression can range from minor

flaws to marked skin changes. But regardless of the degree of manifestation, telangiectasis (couperose) bring cosmetic and psychological discomfort to the person. Therefore, there is an urgent need to consider and study this cosmetic problem. There are currently enough hardware and injection techniques available in the world market to combat this disease. And also special cosmetics containing complexes of substances (plant extracts, patented complexes with vasoconstrictive action) are used.

The main problem is that this niche of cosmetics, almost completely filled with cosmetics of Western manufacturers. Also, cosmetics with anti-capillary or low cost cosmetics are either ineffective or ineffective but inaccessible to most citizens. Thus, it can be concluded that the development of a phytoextraction drug for skin care with telangiectasia, which would fulfill the tasks set and was reasonable in price, is relevant for the Ukrainian market.

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

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Results and discussion. Teleangiectasia (cuperose) is a vascular pathology that is manifested in the enlargement of small vessels, impaired vascular wall resistance, and impaired blood circulation. As a consequence, the skin trophy is disturbed, its immunity is reduced, the reactivity, the tendency for atopias to increase. Cuperose is not just a cosmetic defect, it is a medical problem, because the skin is a kind of mirror of the body.

It is possible to divide couperose into congenital and acquired.

During couperose it is decided to distinguish four stages. Patients report discomfort - itching, burning, tingling, redness, increased skin sensitivity - even before the onset of clinical signs of telangiectasia.

Stage I of cuperosis: single enlarged capillaries on the background of general reddening of the skin (erythema).

Stage II couperose: enlarged capillaries merge into a small mesh and find a more saturated hue.

Stage III of cuperosis: There are many vascular nets, with persistent redness on the skin.

Stage IV of cuperosis: telangiectasia covers a large area of the face (body), with white areas of the skin visible, which indicates vascular spasms and serious disturbances of microcirculation.

Conclusions. Few seek help from an initial cosmetologist. Often, the first step is to see a therapist because the patient accepts these symptoms as allergic. But the most common, unfortunately, self "treatment" with the total availability of antihistamines, hormonal ointments and the willingness of pharmacists to "help in the treatment of allergies." Temporary reduction of symptoms leads the patient to think about the correctness of the decision, and a visit to the cosmetologist is delayed.

ANALYSIS OF COSMETIC CARE PRODUCTS BEYOND THE AREA AROUND THE EYES

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

The financial results of the activities of the cosmetic industry enterprises indicate the demand for this category of products on the Ukrainian market – In 2018, the volume of domestic products sold amounted to UAH 8069.2 million, the volume of products sold abroad amounted to UAH 1141.7 million.

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