

QUALITY OF TREATMENT WITH MODERN METHODS OF KELOID SCARS

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Introduction. Despite the success of a cosmetic surgery, scarring remains one of the leading problems in the modern dermatology. According to the various studies, the number of patients reaches 22-25% who went to medical institutions with scarring defects of the skin. In their structure, the leading place is occupied by scars with significantly pronounced cosmetic defects - hypertrophic and keloid. Keloid scars – the most difficult to treat of all kinds of scars. They occur at the place of skin damage, for example, after surgery, burns, piercings, acne. The reason for their appearance is the growth of connective tissue. As a rule, such scars are reddish in color, coarse, may increase over time and itchy. According to statistics, most often keloid scars form at the age of 15-30 years. At an earlier age, the skin has a high level of elasticity, so even the most complex wounds (for example, with torn edges) heal aesthetically. After 30 years begins the natural extinction of all processes in the body, including regeneration.

Nowadays, methods of high-intensity laser therapy, cryodestruction, and external drugs (for example, silicone gels) are widely used for the treatment of colloidal scars.

Aim. Analyze the quality of current treatments for keloid scars and evaluate their cost.

Materials and methods. Bibliosemantic and statistical analysis of the literature data were used to analyze the quality of a keloid scar treatments. An assortment of existing procedures for the correction of colloidal scars in Ukraine, their advantages and cost were analyzed.

Results and discussion. Currently one of the most effective and popular method of getting rid of cicatrices and scars is a laser. With the laser, the scars disappear completely; of course, it takes 3-5 sessions. The quality of treatment depends on the size, depth and age of the scar. The method of treatment ends in that the high-energy laser beam is directed to the damaged area of the skin, this radiation is divided into several microscopic rays, which form a kind of grid. These rays penetrate deep into the skin up to 1 mm, allowing you to completely remove even the deepest scars. The laser does not affect the entire skin but only the scar tissue, so that the adjacent tissues remain absolutely intact. Due to the rays, all the metabolic processes are activated, collagen in the deep layers of the skin begins to develop at a tremendous speed, scar tissue begins to nourish, and from it a new beautiful and smooth skin is formed. Advantages of this method – the guaranteed qualitative result, the skin is not subject to unnecessary traumatization, there is no recovery period, the removal procedure does not require anesthesia or the use of any painkillers, the absence of burns or any hematomas after the procedure, lasting effect. In Ukraine, this method of treatment can cost from 500 to 3000 UAH. depending on the area of the scar.

The method of treatment with cryotherapy is that the cryogen is treated with damaged tissue, as a result of damage to the microcirculatory bed and the death of cytoplasm and organelles of cells caused by intracellular and intravascular formation of ice crystals (affected -50°C - -60°C). During thawing in cells, the concentration of electrolytes increases, which upon re-cooling the tissues is accompanied by an even greater crystallization, accelerating their death. The procedure is painless and therefore does not require pain relief – the patient only feels cold on the treated surface. After the procedure, the skin at the treatment site is restored within 2-4 weeks. Advantages of the method – reduced doses for medical anesthesia or its absence, since low temperatures act as a natural anesthetic, removal of inflammatory and swelling phenomena, hyperemia, pain, normalization of lymph flow, exception of relapses: after removal of the formation by cryodestruction, do not extend to adjacent areas, the activation of blood circulation, significantly increases the supply of tissues with oxygen and nutrition. The price policy of this method of treatment is from 280 to 1200 UAH.

The method of treatment with silicone gels is to moisten the scar, compress the capillaries, reduce the development of inflammatory mediators, reduce the synthesis of collagen due to oxygen starvation. The advantage of this method is that it greatly improves the appearance of scars, quick effect, silicone gels are well applied to all areas of the body, including the face, joints and bends, gel forming an invisible film and dries quickly. For example, on the Ukrainian market there is a silicone gel “Dermatix” (manufacturer-manufacturer of Advanced Bio-TECHNOLOGIES Inc., USA), which costs on average 750 UAH.

Conclusions. Analysis of current treatments for colloid scars has shown that the most qualitative and expensive methods are laser therapy and cryotherapy. Drugs for external use are cheaper, give a quick but short-term effect.

ANALYSIS OF THE APPROACHES FOR WEB SITE CONTENT PRESENTATION FOR THE NETWORKS OF PHARMACIES IN UKRAINE AND BELARUS

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Introduction. The modern level of the society development makes the web-sites the main source of the information. The pharmacy networks are use the Internet technologies for promotion of their