

THE PROBLEM OF STANDARDIZING THE QUALITY OF SERVICES IN THE FIELD OF AESTHETIC MEDICINE IN UKRAINE

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Introduction. The market of cosmetic procedures is constantly developing, and the demand for fashion trends gives rise to the development of new equipment, new rejuvenation techniques and procedures.

The regulation of cosmetology (cosmetology activity) in the national legislation of Ukraine has no unambiguous answer. When considering the legal regulation of cosmetology, it is necessary to determine what cosmetology services can be considered as medical practice and questions, whether a doctor or a "beauty specialist" can engage in cosmetology activities..

Aim. The aim of this study is to analyze the state regulation of cosmetic services in Ukraine

Materials and methods. The following methods of research were used: the review of literature data and generalization of the material, methods of analysis and synthesis, marketing, system, logical-structural and comparative analysis, forecasting and programming.

Results and discussion. Cosmetology can be divided into aesthetic and medical. Aesthetic cosmetology includes hygienic, decorative cosmetics, makeup. Aesthetic cosmetology can be provided in various beauty salons, beauty parlors, salons, centers, spas. National Classifier DK 009: 2010 "Classification of Economic Activities" does not give independence to this type of economic activity as cosmetic activity. Aesthetic cosmetology is included in class 96.02 "Hairdressing and other beauty treatment", which includes hair washing, trimming and trimming, styling, dyeing, toning, curling, straightening hair and similar services provided for men and women, as well as shaving and beard trimming, face massage, manicure and pedicure, makeup and more. Aesthetic cosmetology activities do not require a license or any other special permits.

Medical cosmetology includes preventive, diagnostic and therapeutic (which in turn can be divided into conservative and surgical). National Classifier DK 009: 2010 "Classification of economic activities" for medical cosmetology has established the following classes:

- 86.21 "General medical practice" - medical advice and treatment in the field of general medicine provided by general practitioners;

- 86.22 "Specialized medical practice" - medical consulting and treatment in the field of special medicine by specialist doctors and surgeons

- 86.90 "Other health care activities" - activities for the protection of human health, which are carried out not in hospitals or doctors or dentists; activities of nurses, midwives, physiotherapists or other paramedical staff in the field of hydrotherapy, therapeutic massage, homeopathy, manual therapy, acupuncture, etc. These activities can be performed in clinics that operate in firms, schools, nursing homes and other non-hospital organizations but have their own counseling centers with patient reception facilities. Such activity must be carried out with the appropriate license.

The current legislation of Ukraine does not contain a definition of "cosmetology assistance", ie any intervention can be considered as a "cosmetology service". To provide cosmetic services, it is necessary to comply with a number of regulatory requirements, which can be divided into two groups:

- the issue of choosing the legal form of a legal entity or work as an individual entrepreneur, the issue of the organization of paperwork, taxation, submission of necessary reports, etc .;

- issues related directly to the provision of cosmetology services, which depend on the person providing such services, the place of their provision, the nature of the cosmetic services.

In cases where cosmetology services are non-invasive, ie aesthetic cosmetology, the regulatory regulation of such activities is carried out based on the general requirements of the civil legislation for the provision of services. Including cosmetology the Law of Ukraine «On Consumer Protection» covers services.

If cosmetology services are related to invasive interventions and / or other types of medical practice (medical cosmetology), it is necessary to comply with the legislation of Ukraine governing medical practice in medical practice. Medical business activities are carried out only based on a license and in accordance with both the special legislation and the Licensing conditions for conducting business activities in medical practice.

Conclusions. Today, the cosmetic industry of Ukraine faces difficult questions. On the one hand, the rapid growth of demand for cosmetic services and cosmetic products establishes a high level of profitability, but also a high level of competition. On the other hand, state regulation of both cosmetics and cosmetic services in Ukraine is under development and raises the question of developing standards for products and activities in the field of cosmetology. State regulation of this industry in Ukraine requires improvement and development of standards harmonized with European legislation, both for perfume and cosmetics, and for beauty salons.

At the same time, the management of cosmetic salons should be aware that the desire to constantly improve their activities, to increase their rating in comparison with competing organizations, is impossible without the introduction of a quality management system in the operation of the cosmetic salon.

Certification for compliance with the requirements of ISO 9001:2015 is recommended, but the implementation of quality management system in the institution is actually a mandatory task for every manager who wants to achieve excellence, reduce workplace inconsistencies, ensure a systematic and continuous growth of the organization.

INTERPRETATIVE PHENOMENOLOGICAL ANALYSIS (IPA) IN THE FOOD COMPLEX

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Introduction. On the face of intense competition, every business requires constant hard work aimed at improving consumer satisfaction.

Catering contributes to reducing the time spent on cooking, the more rational use of food, and provides the population with a balanced diet. In addition, there is an urgent need for an enterprise to comply with standards and legislation.

Catering is one of the most important spheres of economic and economic activity of a person. This industry, on the one hand, contributes to reducing household spending on food preparation, more rational use of food and provides the population with balanced food, and on the other hand, visiting catering facilities is a form of leisure organization and, thus, contributes to improving quality. their lives. Ensuring balanced and rational nutrition for children at the place of study and adults at their place of work is a necessary factor for the reproduction of a healthy population. Public catering is characterized by a variety of types and classes of enterprises whose main purpose is to meet the diverse needs of the population.

The goals of catering establishments vary depending on the type of enterprise and the contingent served, some intended to satisfy both physiological and cultural needs for nutrition and organized rest, others – only for nutrition. In recent years, there has been a positive trend in the development of catering services, which has been largely influenced by the increase in the standard of living of the population. This has resulted in an increase in the share of household spending on food outside the home. The intensification of competition in the market of catering services has led to the necessity of introduction of new management methods, formation of effective pricing policy, development of business development strategy, as well as creation, support and development of competitive advantage of each individual enterprise. The transition to market relations and the development of a market economy have changed the