

## RESEARCH OF OFFERS V07A GROUP IN THE UKRAINE MARKET

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Injection cosmetology in recent years is one of the most popular areas of beauty services in the market. Medicines of group V07A – all other medical supplies is widely used in cosmetology practice. Thanks to beauty injections, it becomes possible to eliminate many problems associated with skin and muscle tone. For example, remove the first signs of aging, the second chin, fat deposits, swelling, rosacea, acne, etc. The widespread use of “injection cocktails” has shown a beneficial effect on the well-being and appearance of both women and men.

Therefore, the **aim** of the study was to analyze the registration of this group of drugs. We used the analytical method and materials of the State Register of Drugs of Ukraine.

As of March 2020, 9 drugs of the V07A group were registered the without taking account the form of release, and taking into account 63 drugs. All drugs have an unlimited validity of a registration patent. Of the drugs presented without taking into account the form of release, only 1 is a foreign (Dr. Franz Koehler Hemi GmbH, Germany), the rest are 8 of domestic production. From 8 domestic drugs, 3 – manufactured by Yuria-Farm, Darnitsa, Galichpharm, Lekhim-Kharkov, FC Zdorovye, Biofarma-PLAZMA, one drug each. Most often there are sentences in the form of ampoules of 2, 5, 10 ml; less in the form of a solution of 100, 200, 400, 500, 1000, 2000, 3000, 5000 ml in polymer containers. Prices for drugs also vary. For example, the producer price of Halichfarm starts from 11.90 – 19.00 UAH. Manufacturer Lekhim from 11.58 – 17.30 UAH for up. In general, the price range for drugs of other manufacturers is from 9.00 – 29.13 UAH for one unit of goods, which is affordable for the consumer. It is also worth noting that the cost of injection cocktails with the use of this group of drugs will cost more because not one but many components are included. The price of such injections in Ukraine starts from 2500 UAH for one procedure and can reach 10,000 UAH. For a real

effect, it is necessary to do from 3 to 6 procedures, depending on the initial condition of the skin.

**ANALYSIS OF REGISTRATION OF ANTI-EPELYPTIC DRUGS  
IN THE PHARMACEUTICAL MARKET IN SOUTHERN  
AND EASTERN MEDITERRANEAN**

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Epilepsy is the most common serious neurological disease. Currently, there are more than 65 million patients with epilepsy in the world.

The aim is to conduct market research on antiepileptic drugs in the pharmaceutical market southern and eastern Mediterranean.

The object of the study are statistics of state registration of antiepileptic drugs in southern and eastern Mediterranean.

We used the method of marketing analysis for studying the pharmaceutical market of southern and eastern Mediterranean. The study of the drug market was based on market development trends in its structure and geographical location. We have conducted an analysis of antiepileptic drugs in the pharmaceutical market of southern and eastern Mediterranean.

According to the anatomical-therapeutic and chemical classification system (ATC), the studied drugs belong to the N03A groups – drugs used in epilepsy. On December 2019, 4 drugs were registered in the N03AA group in accordance with the international nonproprietary name (INN) or 12 trade names of drugs from the N03AB group – 1 INN or 7 trade names from the N03AF group – 9 INN or 34 trade names, N03AD – 1 INN (9 trade name), N03AE – 1 according to INN (5 trade names), N03AG – 1 according to INN (32), and from the N03AX group – 6 according to INN (95 trade names, taking into account the form).