

1. The diagnosis is established on the basis of anamnestic information about contacts, survey data and sometimes skin application tests. Treatment includes antipruritic drugs, external corticosteroids and exclusion of provoking factors.

2. External therapy includes cold compresses and corticosteroids; patients with mild or moderate ACD are prescribed external corticosteroids of medium to high efficacy. In severe cases with severe blistering or a common process, oral corticosteroids may be prescribed. Systemic antihistamines help reduce itching. Wet-drying bandages can improve the condition of wet blisters, dry the skin and accelerate healing.

ANALYSIS OF MEDICINAL COSMETIC PRODUCTS, SOLD IN PHARMACIES KHARKOV.

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Introduction. The cosmetics industry occupies a leading position in the economies of Europe, Asia and the United States. The global beauty products market will reach a market value of USD 805.61 billion by 2023, providing a CAGR of 7.14% during 2018-2023. Cosmetics, which are sold in pharmacies, are especially popular with consumers. Thus, in the range of Ukrainian pharmacies in 2019, the share of cosmetics increased to 3.6%. The increase in sales of cosmetics in pharmacies in 2019 compared to 2018 amounted to 18.7% in physical terms, and 1.5% in monetary terms. A particularly promising category is cosmetic medicinal products that combine pharmacotherapeutic and cosmetic effects and are used in dermatology.

Aim. Analysis of trends in the modern nomenclature of medicinal cosmetic products sold in pharmacies on the territory of Ukraine.

Materials and methods. As the objects of research were presented medicinal cosmetics, sold in the pharmacy network in Kharkov. The methods of analysis of open information sources were used as research methods - materials of legislative documents, registration database of medicines, materials of the Compendium publication, instructions for the use of this category of medicinal products.

Results and discussion. The first stage of the work was to study the range of medicines for external use, sold in the network of pharmacies in Kharkov. Based on the results of the analysis, the percentage of drugs for external use was determined from the total amount of pharmaceutical products. Also, drugs were considered depending on the different forms of release. Dermatological drugs were also investigated depending on the purpose and form of release. We analyzed the formulation and categories of active drugs for this segment of drugs.

The studied dermatological agents were segmented depending on the country and the manufacturer's enterprise. They also assessed their level of demand among consumers and the dynamics of sales in the conditions of pharmacies. A special category of dermatological preparations - medicinal cosmetics - was studied depending on the manufacturer, the form of release, the characteristics of the formulation and the volume of sales in pharmacies.

Conclusion. Based on the analysis of the nomenclature of medicinal cosmetic products sold in the network of pharmacies in Kharkov, the results of segmentation of this category of pharmaceutical products intended for use in dermatology were obtained. The features of the distribution of drugs of this direction of action, depending on the country and the enterprise - the

manufacturer, the form of release, the characteristics of the formulation and pharmacy sales, have been established. The research carried out makes it possible to establish the specifics of the unification of domestic and foreign products of this direction of action.

DEVELOPMENT OF VEGETABLE ANTIANEMIC SYRUP COMPOSITION FOR USE IN PEDIATRICS

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Introduction. According to the World Health Organization, anemia is found in 24.8% of the world's population. About 47% of preschool children suffer from anemia, school age - 25% worldwide. In the list of pediatric medicinal products available on the pharmaceutical market, there are virtually no products that affect the hematopoietic system; most of them are generics, and there is a lack of modern highly effective drugs used abroad. It is known that the reactions of a child's body to medication are significantly different from the ones of an adult. In this regard, the problem of creating medicines for children is one of the most pressing and complex. In recent years, much attention has been paid to the production and use in both folk and traditional medicine of herbal medicines.

The aim of the work was a theoretical substantiation and experimental development of the rational composition and technology of a pediatric medicinal product of antianemic action in the form of a syrup containing extracts of medicinal plants - pomegranate (*Punicagranatum*) and red beet (*Beta vulgaris*).

Materials and methods. The following research methods were used to perform the work: information-analytical (analysis of the range of antianemic drugs in the pharmaceutical market of Ukraine), organoleptic (color, transparency, odor, homogeneity of experimental samples); physical and physico-mechanical (study of the density and dynamic viscosity of the syrup, determination of pH value).

Results and discussion. Syrups are the most convenient oral dosage form in pediatric practice. The use of extracts of pomegranate and red beet due as the active substances of the developed syrup was proposed due to the presence of the following biologically active substances in their composition: vitamins C, K, E, B₆, B₉, B₁₂; polyunsaturated fatty acids, amino acids, minerals, represented by calcium, phosphorus, potassium, magnesium, iron, sodium, manganese, iodine and others. Traditional syrups used in pediatrics are concentrated sugar solutions to which appropriate drugs and excipients are added, but sucrose in syrups has significant limitations due to undesirable use by certain categories of patients (diabetes, obesity, pediatrics). Therefore, research on the development of the antianemic syrup was conducted in the direction of reducing the amount of sugar in its composition by studying the possibility of using other thickeners.

Conclusions. Justification of the choice of excipients in the antianemic action syrup with plant extracts will improve the consumer properties of the drug.