

in the treatment of allergies (Antihistamines) – Erius tablets 5 mg №10, BAYER, Belgium and their Moroccan generics – HUMEX Allergie Comprimé Loratadine 10 mg № 7, Nouveau.

RESEARCH THE ACTIVITIES OF PARAPHARMACY SHOPS IN MOROCCO

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Introduction: Despite all current trends, Moroccans do not forget about national traditions that play an important role in the pharmaceutical business. We are talking about the so-called Berber pharmacies, which sell traditional medicine such as herbs, argan oil, amber, musk, various minerals and stones.

Aim: Research the activities of parapharmacy shops in Morocco. The object of the analysis was literature, Internet sources, and web-sites companies.

Materials and methods: analysis of documents, comparative and descriptive methods, content-analysis.

Results and discussion: The drug store industry consists of establishments that are concerned with retailing prescription and non-prescription drugs and other “front-end” products. Drug stores may also retail additional merchandise to walk-in customers, such as health products (like vitamins and supplements), toiletries, cosmetics, pharmaceutical products, greeting cards, and non-perishable food products to walk-in customers. Some drug stores provide photo processing services. Drug stores may be stand-alone establishments or may be incorporated into other retail outlets. Drug stores purchase their merchandise from manufacturers in other industries, including: toiletry preparation manufacturers,

- soap and cleaning compounds manufacturers,
- drug wholesalers,
- and photo supplies
- and equipment manufacturers.

It is the aggregation of all dietary supplements: minerals, fish oils/omega fatty acids, garlic, ginseng, ginkgo biloba, evening primrose oil, Echinacea, protein supplements, probiotic supplements, eye health supplements, co-enzyme Q10, glucosamine, combination herbal/traditional supplements, non-herbal/traditional supplements, and all other dietary supplements specific to country coverage. Herbal/Traditional Dietary Supplements, which are sold in parapharmaceutical stores in Morocco:

- Combination Herbal/Traditional Dietary Supplements (Gelée royale arkoreal Arkopharma, ARKOROYAL® 189,00 MAD);
- Aloe (Forever Maroc Detox Aloe vera1 457,00 MAD);

- Cranberry (Zazzee D-Mannose Powder Plus, 67 Servings, 6.5 Ounces, Plus 5 Billion CFU Probiotics, Enhanced with Pure Cranberry Juice, Includes Free Scoop, Fast-Acting, Vegan, Non-GMO and All-Natura 1.559,00 MAD);
- Echinacea (Echinacea Goldenseal Capsules – 10 in 1 Immune Support Supplement – 1455 mg – Vegan Echinacea Capsules Supplement Made With Organic Whole Foods – Herbal Immune System Support – 2 Month Supply, 413,00 MAD);
- Evening Primrose Oil (Aroma Tierra Evening Primrose Oil 30 ml, 664,00 MAD);
- Garlic (Black Garlic Made in Canada Whole Black Garlic Bulbs Fermented for 90 Days High in Antioxidants Black Garlic Cloves All Natural 8.82 Oz, 251,00 MAD);
- Ginkgo Biloba (Ginkgo Biloba 500mg Per Serving, 240 Capsules, 4 Months Supply, Grown in Northern Asia Extra Strength, Promotes Brain Function 283,00 MAD);
- Ginseng (Panax Ginseng + Ginkgo Biloba Tablets – Premium Non-GMO/Veggie Superfood – Traditional Energy Booster and Brain Sharpener № 120 397,00 MAD);
- St John's Wort (St Johns Wort 900mg-Mood Support Supplement-Calm Supplements-120 Vegetable St Johns Wort Capsules(2 Month Supply),450 mg of Vegan, Non-GMO St. John's Wort (Hypericum Perforatum),0.3% Hypericin per Cap, 414,00 MAD);
- Other Herbal/Traditional Dietary Supplements (Deve Herbes Pure Evening Primrose Oil (Oenothera Biennis) with Glass Dropper 100% Natural Therapeutic Grade Cold Pressed for Personal Care, 50 ml, 398,00 MAD).

We analyzed sites where parapharmaceutical products are sold. We analyzed the most advertised. It should be noted that, on almost all sites, there is an ad that says: "The medicine can only be bought in pharmacies".

- "Pharmacie Centre Santé Alomrane" Casablanca
- "Pharmacie Shems El Madina" Sidi Hajja
- "Pharmacie Fedalate" Benslimane
- "Pharmacie Jar El Khair" Khouribga.

Conclusions. In Morocco, next to official pharmacies, there are "Parapharmacy shops" shops selling parapharmaceutical products: soaps, shampoos, creams, and oils (working in such stores does not require pharmaceutical education). The sale of medicines in such stores is prohibited. Various preparations, powders, and natural oils are sold here, not only in liquid form, but also in the form of powders, herbs, and herbal infusions. Such stores are found in every town and village. We analyzed the range of "Parapharmacy shops": Herbal/Traditional Dietary Supplements (Aloe (Forever Maroc Detox Aloe vera) 1 457,00 MAD), Combination Herbal/Traditional Dietary Supplements (Gelée royale arkoreal Arkopharma, ARKOROYAL® 189,00 MAD) at others.