

**Aim** of the research is to analyze the system of regulation of medicines promotion process in Egypt.

**Materials and methods.** Overview of information sources, logical analysis.

**Results and discussion.** There are different promotional tools in Egyptian pharmaceutical market are: personal selling are used by all companies (100%), sales promotions (83.5 %), Public Relations (51.%), advertising (38.8%) and the last one is direct marketing (23.5%). Different promotional tools have the same order of arrangement in both Egyptian and foreign pharmaceutical companies.

Pharmaceutical companies are currently required to obtain pre-approval of any marketing or advertising materials before publishing them on a webpage. In Egypt, legal provisions exist to control the promotion of prescription medicines. The Medicines Regulatory Authority (Central Administration for Pharmaceutical Affairs) is responsible for regulating promotion and advertising of medicines. Legal provisions prohibit direct advertising of prescription medicines to the public and pre-approval for medicines advertisements and promotional materials is required.

The content of the advertisement of drugs, pharmaceutical products and dietary supplements will be monitored by the MoH which shall review the accuracy of the data and technical information to be announced in the advertisement. The advertisement shall abide by the rules of the laws, ministerial decrees, morals and traditions. An Arabic version of the package of the product and its labeling and prescription shall be submitted and kept with the MoH.

Organizing of registration and advertising of medicines and pharmaceutical products and dietary supplements is regulated by Minister Decree No. 76/2000. Guidelines and Regulations exist for advertising and promotion of nonprescription medicines. Direct-to-consumer advertising of prescription medicines on national public television is prohibited. Several years ago non-state-owned television channels allowed advertising of prescription medicines, but today this process is under strict control.

Internet advertising is not regulated by Ministry of Health decrees. A few companies have obtained CAPA consent to run internet webpages including marketing materials, without requiring the pre-approval of the technical committee.

**Conclusions.** The system of medicines promotion regulation in Egypt has been analyzed.

## FEATURES OF LABELING OF THERAPEUTIC AND PROPHYLACTIC COSMETICS IN LIBANON

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**Introduction.** The human skin is capable of reacting to all kinds of factors: both external (sun, wind, moisture) and internal (processes in the body). Such reactions can result in a variety of diseases, which cause not only moral but also physical discomfort. Therefore, at the first suspicions, and even more so symptoms of skin diseases you should contact specialists, in order to avoid serious health problems and make your life comfortable. The most common diseases of facial skin are anke, rosacea couperose; seborrheic dermatitis, etc. When a person is faced with such problems the first thing he

needs is to go to a dermatologist and start treatment with medicines. But also treatment should be not only internal but also external with the use of special therapeutic and prophylactic cosmetics means.

**Aim** is to analyze the therapeutic and prophylactic cosmetic products presented in Libanon pharmacies, as well as to study their labeling.

**Materials and methods.** In carrying out these studies, we have used such empirical and theoretical methods: observation, analysis of literature, classification, generalization, description.

**Results and discussion.** Analyzing the range of cosmetics in this area we have made conclusions that these products are represented exclusively by imported manufacturers such as "Eucerin" (Germany) "SVR", "La roche posay", "Matriskin", "Topicrem", "Avene" (France). There is also a national company "Beesline" in the market, whose products are present on the shelves in pharmacies, but not in large quantities compared with imported cosmetics. For any consumer, the information that is printed on any product is important. Cosmetic products are no exception, especially those that can be bought without a prescription from a pharmacy and used independently at home. Each item of cosmetic must have the following information: the name of the product, the name of the manufacturer, its trademark, the manufacturer's country, composition, purpose, date of manufacture, expiration date, net weight or volume of the product. All labels on imported beauty products should be printed in Arabic, English or French. Products with labels in Hebrew are not accepted. Also on the primary packaging are printed informational signs: environmental, manipulation, warning, confirming the quality, which give even more information to the consumer about the product he buys.

**Conclusions.** Knowing how cosmetic labeling works helps us avoid the potential pitfalls of trend marketing labels. There are also tools and resources available to us so we can know what ingredients are in our cosmetic products and when our products are past their expiration date