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ELEMENTS OF MARKETING IN ECOPHARMACOGNOSY

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Problem Statement. The relatively new term “ecopharmacognosy” defines the sustainability and integration of pharmacy technologies, for example, digital design of natural compound derivatives by molecular docking, remote sensing technologies with non-invasive assessment of natural APIs for the presence of critical components. The principles of ecopharmacognosy are a concept for developing modern strategies and new scientific perspectives for improving the quality and availability of products. The relevance of the tasks is further enhanced by the increase in the population on the planet and the sharp deterioration of the environmental situation, in particular, in our country under martial law.

Purpose. To outline the priority marketing approaches to intensify the implementation of the principles of ecopharmacognosy.

Research methods. Content analysis of a number of information sources.

Research results. The domestic market is characterized by an increase in demand for environmentally certified products and sustainability in the sector of growing and supplying plant raw materials. The powerful pillars of ecopharmacognosy are: - ecological, so-called "green", extraction using safe extractants (water, ethanol) and energy-efficient approaches to extracting BAS (SFE-CO₂, UAE, MAE, NADES); - sustainable resource management based on GACP, which allows effectively preventing the depletion of natural resources and the disappearance of environmentally sensitive plant species; - waste-free production (maximum reduction of waste with possible complex processing of meals and creation of products that have the ability to biodegrade); - standardization and safety (use of modern analysis methods, guarantee of purity of drugs in the absence of heavy metals and pesticides).

Conclusions. Marketing approaches facilitate the implementation of ecopharmacognosy tasks.