

MODERN TOWARDS OF DEVELOPING OF INNOVATIVE DRUGS

Gromova A.A., Shbani Idrissi Amin, Hoshami Mohamed,

Zubchenko T. N., Vyshnevskaya L.I.

The National University of Pharmacy, Kharkiv, Ukraine

atl@nuph.edu.ua

During the last few decades special attention is paid to the creation of innovative medicines. Their introduction into medical practice increases the effectiveness of the treatment of diseases previously considered incurable, leads to the rejection of the use of less effective and obsolete methods of therapy, reduces the period of disability. Medication forms deserve special attention. Among innovative products with improved pharmacokinetic parameters.

Currently, socially and economically important area in modern pharmacy is to expand the range of safe and effective medicines which, have a tonic effect. Similar pharmacological effect to the greatest extent among adaptogenic plants. Milk thistle, *Echinacea purpurea* and others has, a group of phenylpropanoids plants provides this effect, causing also hepatoprotective properties of its products. Phyto extraction drugs in pharmaceutical preparations much attention, is attracted which combine the breadth of therapeutic action and the harmlessness at the reception, so that they can be assigned to the treatment of many chronic diseases, as well as health-care compositions. Gradually, different drinks and concentrates for their manufacture are gaining popularity in the pharmaceutical market. Functional properties of plants or functional ingredients may be antioxidant, soothing, immunostimulant, increases vitality and exciting, and others. At the same time, of course, in no case organoleptic qualities should not suffer. Because functional drinks are primarily food, are not drugs. Many such beverages contain large amounts of synthetic flavoring taste, color or odor, which greatly reduces their effectiveness. For the preparation of beverages offered convenient and rational form of use of food supplements in the body in the form of a modern and comfortable shape to correct syrup. Proper selection of extractant and extraction process is of great importance for the pharmacological effectiveness, as individual components can alter the bioavailability of the active ingredients, and sometimes to conduct reduction or complete loss of therapeutic effect. To this the extractants as water, ethyl alcohol and alcohol-water solutions were studied, the raw material was crushed to particles passing through a 3 mm sieve.

The extraction was carried out by maceration. As a result of this study we saw that increasing the ethanol concentration increased content of flavonoids and anthocyanins, but organic acid content is reduced.