

was chosen as a comparison drug in this series of experiments, which is proposed by the authors of the methodology and is a well-known antioxidant of phenolic structure .

Conclusions. The results of the experiments with the reproduction of abnormal lipoperoxidation in the model system of VLD allowed us to state the presence of a pronounced antioxidant activity of the Altabor substance, which is dose-dependent. In terms of ID₅₀ value, Altabor is slightly inferior to the comparison drug, but has an advantage in the range of active concentrations, which indicates a much greater stability of the effect.

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THE ROLE OF RATIONAL NUTRITION IN THE PREVENTION OF CHRONIC DISEASES

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Introduction. The quality of food products, namely proper processing, preparation and storage prevents the development of food diseases and their spread. Food safety and raw materials are referred to as the main factors that determine the health of the population of Ukraine and the preservation of its gene pool. During the years, food safety in Ukraine has deteriorated due to the increase in the supply of the food industry, especially from abroad, reducing the control over the production and sale of food, which causes serious anxiety.

The aim of the study. Nutrition provides the most important function of the human body, supplying it with the energy required to cover the cost of life processes. For normal energy, plastic and catalytic processes of the body, various foods that affect metabolism, cell and organ function are required. Substances that enter the body with food affect physical health, state of mind and emotions.

Material and methods. The main and unresolved problem is the proper rational and healthy eating, which improves metabolism, improves health and saturates the human body with the necessary substances and minerals. In the world market of new technologies and foodstuffs, the tendency to increase the number of qualitatively new products intended to prevent various diseases, strengthen the body's defenses, reduce the risk of toxic compounds and adverse economic factors. However, increasing the absorption of the necessary elements of foodstuffs is relevant for scientists and consumers. The need to absorb and introduce new approaches and new world trends in the food industry of Ukraine to create products that are now called differently (wellness, functional, special). But despite the terms, the essence of such products is one - the protection of the human body from adverse environmental factors, improving health, improving adaptation opportunities, prolonging life expectancy. The nature of the nutrition depends on the metabolism, in the body the structure and function of cells, tissues, organs. And this means that the daily diet should have the main components: proteins, fats and carbohydrates. As you know, the building materials of the body are proteins that form the basis of muscles, skin, hair, nails. They contain 8 indispensable amino acids that are not produced in the body and should be obtained. The most important component of fats is saturated and unsaturated fatty acids, which are subdivided into monounsaturated fatty acids (MNZHK) and polyunsaturated fatty acids (PUFA). Of particular physiological importance are PUFAs, which are indispensable in the body and perform a number of most important functions: composition of cell membranes and other structural elements of tissues, participate in the synthesis of prostaglandins, hormonal substances that regulate many physiological processes, are involved in the breakdown of lipoproteins, cholesterol, prevent aggregation of blood cells and formation of blood clots, remove inflammatory processes, etc.

Currently, the problem of food contamination with toxins with immunosuppressive action and the ability to cause malignancies and increase contamination of fruit and vegetable products of processing enterprises as a result of the use of non -standard raw materials has intensified. The use of fertilizers leads to the accumulation of nitrates and heavy metals in products.

Results. The results of food quality control indicate high levels of contamination of products with toxic chemical compounds, biological agents and microorganisms. In total, in Ukraine from 12

to 15% of dairy products, fish and fish cooks, from 7 to 12% of meat products do not meet the requirements of standards for bacteriological indicators. From 1.5 to 10% of food samples contain heavy metals, including mercury, lead, cadmium, copper, zinc, of them from 2.5 to 5% in concentrations exceeding the maximum permissible.

Conclusions. Further research on this topic will allow you to study the effect on the body of pesticides in more detail and will allow the correct selection of nutrition, which is the key to good health.

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MARKETING ANALYSIS OF DRUGS CONTAINING INULIN USED IN DIABETES

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Introduction. The 21st century is characterized by the rapid spread of diabetes in the world. According to the International Diabetes Federation, 537 million adults in the world live with diabetes, one in 10 suffer from this disease. According to forecasts, by 2030 their number may increase to 643 million or even 700 million. This disease is included in the top three diseases, along with atherosclerosis and cancer that cause early disability and mortality of people. According to world statistics, one person on the planet dies from this disease and its complications every six seconds.

In 2023, 531,200 people in Ukraine were diagnosed with diabetes, last year – 489,934. However, next to every registered one, there are 2-2.5 undiagnosed patients.

Since ancient times, before the discovery of insulin in 1922 and synthetic hypoglycemic drugs (from the mid-1950s), alternative medicine in many countries effectively used various extracts and tinctures from plants to reduce elevated blood glucose levels, mainly in the treatment of type 2 diabetes.

The aim of the work is to analyze the range of products available on the pharmaceutical market of Ukraine that contain inulin.

Materials and methods. The objects of the study were drugs, dietary supplements and medicinal plant raw materials containing inulin available on the pharmaceutical market of Ukraine. The study was conducted on the basis of pharmacy chains in Chernivtsi, namely «Harmonii», «D.S», «Liulia Piliulia», «Bazhaiemo zdorovia», «Podorozhnyk», «Italiana Farmacia Stasi». In addition, online pharmacies «Dobroho dnia», «apteka 911», electronic resources: tabletka.ua, [liki24](https://liki24.com.ua), <https://zt-zelena-apteka.com.ua/>, <https://fitoapteka-ua.com/>, <https://eco-goods.com.ua/>, <https://www.amrita.ua/>, <https://vitamins.in.ua/>, <https://ua.iherb.com/> etc. and data from the electronic directory «Compendium – drugs» were also analyzed. The research used methods of marketing analysis of the range of medicines and statistical processing of the obtained data.

Results. Diabetes mellitus is an endocrine disease characterized by the syndrome of chronic hyperglycemia, which is the result of insufficient production and (or) the action of insulin, which leads to violation of all types of metabolism, primarily carbohydrate, as well as damage to the organs and systems of the body. There are two types of diabetes – insulin-dependent and non-insulin-dependent. Treatment with synthetic drugs gives significant therapeutic results and reduces the risk of diabetic complications. It is almost always expedient to prescribe phytopreparations in addition to the main treatment, the advantage of which is a mild, multi-faceted and multi-organ positive effect on the body. It has been proven that patients who actively use phytotherapy need lower doses of insulin and oral hypoglycemic drugs. There are well-known medicinal plants that contribute to the assimilation of carbohydrates by forming mannose and fructose from them, the utilization of which does not require insulin, as a result of which the need for the introduction of the latter decreases. This applies to medicinal raw materials containing inulin.

According to the analysis of inulin-containing products, 123 trade names were found on the pharmaceutical market of Ukraine. It should be noted that in the assortment, mainly, only biologically active supplements with inulin were observed (97.60%). Among the drugs, there are both single-component dietary supplements with inulin (65.57%) and combined (34.42%). A