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**ANALYSIS OF THE MARKET OF COSMETIC PREPARATIONS IN UKRAINE,
BELARUS AND RUSSIAN FEDERATION, WHICH CONTAIN ALOE ARBORESCENS IN
COMPOSITION**

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Modern conditions of human life (unfavorable environmental conditions, stressful situations, etc.) have caused the so-called "diseases of civilization" - diseases associated with a weakening of the adaptation mechanisms of the body and a decrease in immunity.

The progressive increase in the number of these diseases, which are often the cause of disability, makes the development of highly effective drugs adaptogenic and immunostimulating action a pressing issue.

Thus those currently medicinal substances of natural origin, especially of vegetable origin, make up about 30% of all the drugs used in modern medicine.

Therefore, the purpose of the scientific work is an analysis of the market of cosmetics in Ukraine, Belarus and Russian Federation, which include aloe arborescens.

The range of application of aloe preparations in medicine is very wide: for internal use - for diseases of the gastrointestinal tract and reduced immunity, external for purulent wounds and inflammatory processes of the skin. The rich chemical composition of aloe leaves makes it possible to successfully use them in cosmetology for the purpose of anti-inflammatory, desensitizing action, as well as slowing down the aging process, etc. allow you to get rid of such dermatological deficiencies. It's affects the skin and mucous membranes, aloe extract causes irritation and as a result, histamine is produced, thereby providing the tone and nourishment of body tissues.

In the cosmetics market, aloe-based products are represented only a few. Therefore, it is necessary to expand the range of aloe-based cosmetic products from a domestic manufacturer.