

ОРГАНІЗАЦІЯ ТА ЕКОНОМІКА ФАРМАЦІЇ

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Marketing research of the contemporary market of parapharmaceuticals based on wine

Nowadays, eco-trends are spreading widely in various fields, as well as in parapharmacy. Enotherapy or wine therapy is promising and little studied. Enotherapy is engaged in studying the healing properties of wines. As part of modern cosmetics the grapeseed oil, grape extracts, as well as natural red wine are actively used.

Aim. To analyze the modern parapharmaceutical market of Ukraine and European countries in order to create new parapharmaceuticals with the antioxidant, anti-inflammatory, regenerative effect.

Materials and methods. The logical and analytical methods for analyzing the data of the specialized literature and the regulatory framework, as well as the data on the parapharmaceuticals presented at the Ukrainian market were used in the work.

Results and discussion. The analysis of the Ukrainian market conducted has determined that parapharmaceuticals, which include red or white wine and their extracts, are mainly represented by foreign products. The most widespread formulations with wines and their extracts are masks, creams and sera in the form of emulsions, gels or cream-gels. In Ukraine, there is a sufficient raw material base of wine materials; therefore, the production of such products is relevant and promising.

Conclusions. The variety of existing products based on wine is not sufficiently widespread; therefore, a promising direction is creation of new domestic parapharmaceuticals with the antioxidant, anti-inflammatory and regenerative effect.

Key words: *enotherapy; parapharmaceutical; cosmetic product; extract of wine*

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Маркетингові дослідження сучасного ринку парафармацевтичних засобів на основі вина

У теперішній час активно поширюється еко-напрямок у різних галузях, а також і у парафармації. Перспективною та мало вивченою є енотерапія або винотерапія. Енотерапія займається вивченням цілющих властивостей вин. У складі сучасних косметичних засобів активно використовується олія виноградних кісточок, екстракти винограду, а також натуральне червоне вино.

Мета роботи. Аналіз сучасного парафармацевтичного ринку України та країн Європи для створення нових парафармацевтичних засобів із антиоксидантною, протизапальною, регенеруючою дією.

Матеріали та методи. В роботі використовувалися логічний і аналітичний методи для аналізу даних спеціальної літератури та нормативно-правової бази, а також дані про парафармацевтичні препарати, представлені на ринку України.

Результати та їх обговорення. Проведений аналіз ринку України встановив, що парафармацевтичні засоби, до складу яких входить червоне або біле вино та їх екстракти, в основному представлені препаратами закордонного виробництва. Найпоширенішими формами випуску є маски, креми та сироватки у вигляді емульсій, гелів або крем-гелів. В Україні існує достатня сировинна база виноматеріалу, тому виробництво таких препаратів є актуальним та перспективним.

Висновки. Асортимент існуючих препаратів на основі вина не достатньо поширений, тому перспективним напрямком є створення нових вітчизняних парафармацевтичних засобів з антиоксидантною, протизапальною та регенеруючою активністю.

Ключові слова: *енотерапія; парафармацевтичний засіб; косметичний засіб; екстракт вина*

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Маркетинговые исследования современного рынка парафармацевтических средств на основе вина

В наше время активно распространяется эко-направление в различных областях, а также и в парафармации. Перспективной и мало изученной является энотерапия или винотерапия. Энотерапия занимается изучением целебных свойств вин. В составе современных косметических средств активно используются масло виноградных косточек, экстракты винограда, а также натуральное красное вино.

Цель работы. Анализ современного парафармацевтического рынка Украины и стран Европы для создания новых парафармацевтических средств с антиоксидантным, противовоспалительным, регенерирующим действием.

Материалы и методы. В работе использовались логический и аналитический методы для анализа данных специальной литературы и нормативно-правовой базы, а также данные о парафармацевтических препаратах, представленных на рынке Украины.

Результаты и их обсуждение. Проведенный анализ рынка Украины установил, что парафармацевтические средства, в состав которых входит красное или белое вино и их экстракты, в основном представлены препаратами зарубежного производства. Наиболее распространенными формами выпуска являются маски, кремы и сыворотки в виде эмульсий, гелей или крем-гелей. В Украине существует достаточная сырьевая база вино-материала, поэтому производство таких препаратов является актуальным и перспективным.

Выводы. Ассортимент существующих препаратов на основе вина недостаточно распространен, поэтому перспективным направлением является создание новых отечественных парафармацевтических средств с антиоксидантной, противовоспалительной и регенерирующей активностью.

Ключевые слова: энотерапия; парафармацевтическое средство; косметическое средство; экстракт вина

Introduction. Nowadays, eco-trends are spreading widely in various fields, as well as in parapharmacy. Enotherapy or wine therapy is promising and little studied. It is common in certain regions of France, Italy, and the United States [1, 2, 3]. Enotherapy is engaged in studying the healing properties of wines. Enotherapy, in its modern sense, is based on the use of products derived from grape vine – fresh grapes, juice, wine, grapeseed oil, grapeseed extract, grape vinegar, grape yeast [4, 5, 6].

Wine therapy is used in parapharmacy for manufacturing a variety of products that exhibit the pronounced regenerating, anti-inflammatory, rejuvenating effect, improve the blood circulation and help with cellulite and obesity.

Natural red wine is the richest source of antioxidants, resveratrol, flavonoids, tannins, polyphenols, organic acids, vitamins, among which there is ascorbic acid, vitamin P and vitamins of group B. Red wine also contains iron and other essential microelements [7, 8].

As part of modern cosmetics, the grapeseed oil is actively used; it contains a special “youth hormone”, grape extracts, as well as natural red wine.

Cosmetic products based on red wine:

- stimulate metabolic processes in tissues and production of collagen;
- regenerate tissues;
- promote elimination of toxins and wastes;
- smooth wrinkles and tighten the skin;
- nourish and vitaminize the skin;
- protect the skin from negative environmental factors;
- stimulate and strengthen the skin;
- improve the face color.

The antioxidant properties of red wine, as well as its ability to stimulate the synthesis of collagen, made it an irreplaceable component of anti-aging cosmetics. Wine is also great for controlling cellulite and reducing the volume of subcutaneous fat cells [9, 10, 11].

One of the most important therapeutic substances in the red wine composition is resveratrol. Due to its antioxidant and estrogen-like activity the collagen synthesis is stimulated and prevents its damage. Therefore, it is reasonable to use this component, first of all, in anti-aging cosmetics [11, 12].

The aim of work is to analyze the modern parapharmaceutical market of Ukraine and European countries in order to create new parapharmaceuticals with the antioxidant, anti-inflammatory, regenerative effect.

Materials and methods. The logical and analytical methods for analyzing the data of the specialized literature and the regulatory framework, as well as the data on the parapharmaceuticals presented at the Ukrainian market were used in the work.

Results and discussion. The analysis of the Ukrainian market conducted has determined that parapharmaceuticals, which include red or white wine and their extracts, are mainly represented by foreign products of France, the USA, Greece, South Korea, etc. [12, 13, 14]. At the Ukrainian market there is only one domestic product of the concern “Fresh Up”, a body cream and biologically active additive based on bioflavonoids of grapes.

The most widespread formulations with wines and their extracts are masks, (21.3 %), face creams (19.1 %), body creams (12.8 %) and sera (14.9 %) in the form of emulsions, gels or cream-gels. The range of parapharmaceuticals is not wide enough; therefore, development of new products for skin and body care based on the extract of red wine is promising [7, 12, 14].

The analysis of the market of parapharmaceuticals included red or white wine and their extracts was conducted. The results of these studies are presented in Table.

As it can be seen from the data in Tab. 1 and Fig. 1, parapharmaceuticals based on the wine extract are mainly produced by the countries where vineyards are rather widespread, such as France (17 %), the United States (11 %), Greece (11 %), South Korea (17 %), while domestic products are practically absent.

In our country, vineyards occupy about 60 thousand hectares – 1 % of all agricultural land (0.1 % of the country's territory), therefore, there is a sufficient raw material base for the wine material for developing enotherapy and parapharmaceuticals based on wine.

Unfortunately, at the Ukrainian market there is only one domestic product of the “Fresh Up” company – a body cream and biologically active additive on the basis of bioflavonoids of grapes.

Table

The market analysis of parapharmaceutical products based on white and red wine and their extracts

Name	Producer	Active substances	Action
1	2	3	4
Line "Wine Secret": Mask; Cream; Serum; Tonic lotion; Body balm; Body scrub	Algologie, Laboratoires D'Armor S.A.S., France	Extract of "Optivegetol Vin" wine, grapeseed oil	Smooths the skin; improves the skin tone and elasticity; moistens
Line Caudalie: Serum for skin brightness; Day/night cream	Caudalie, France	Extract of red wine; viniferin; resveratrol; vine water	Calms, moistens; improves the face tone; reduces pigmentation
Line "Dry and normal skin care": protective day cream; rejuvenating serum-cream; tonic-punch; evening nourishing cream. Line "Greasy and combined skin care": protective day cream; rejuvenating serum-gel; tonic-cup; moistening gel. Line of "SPA-effect": phytococktail for removing eyes make-up; hands and nails cream and moistening body cream-gel; multiactive reviving cocktail-mask. Line of "Lift-Active": rejuvenating cream for eyes; lifting mask for face and neck; recuperative face cream; cream exfoliant	Magie Rouge, France	Red wine extract; grapeseed oil	Moistens, regenerates the skin; antioxidant effect; strengthens and rejuvenates the skin; regulates functioning of sebaceous glands; prevents appearance of skin rash; considerably diminishes the depth of wrinkles; activates the cellular metabolism
Line of "Beauty Nectar Nature's": shower gel; body scrub; cleansing cream; recuperative face cream; recuperative face serum	Nature'sNature's, Italy	Must; Kianti wine; vine water; red wine leaves extract	Antioxidant; strengthens the vascular walls; considerably diminishes the depth of wrinkles; activates the cellular metabolism
Line of "Chateau of de of Beaute": serum; fluid; recuperative cream	Christina, Israel	Wine extract resveratrol	Antioxidant; inhibits the process of skin aging; whitens; stimulates the synthesis of collagen; rejuvenates
Line of "D'vine": cleansing gel; cleansing milk; antioxidant, regenerating, strengthening, antiacne sera; tonic spray; moistening and detox masks; face/eyes rejuvenating, moistening cream; body care cream. Line for men: face and body creams, shaving balsam	D'vine Vinotherapy, the USA	White and red wine extracts (risling, lambrusco, savignon, pinot gris, chablis, bardeau, pinot-noir, gamet noir, chardonnet)	Moistens, regenerates skin; antioxidant effect; strengthens and rejuvenates the skin; regulates functioning of sebaceous glands; prevents appearance of skin rash
Line of "Red wine resveratrol": rejuvenating face cream; natural cream for a zone around eyes; face scrub; mask	100 % Pure, the USA	Resveratrol; red wine extract; muscadine peels extract	Anti-inflammatory; antioxidant; activates the synthesis of collagen; rejuvenates
Line of "Wine Elixir": mask "Instantaneous lifting"; night/day anti-wrinkle cream; eyes and lips care cream	Apivita, Greece	Red wine extract; vitamins; wheat proteins	Improves the skin resiliency and its elasticity; reduces the number of wrinkles; tones up the skin
Line "Santorini Korres white wine": shower gel; body milk	Korres, Greece	Santorini white wine extract; vitamins; almond oil	Moistens actively; restores elasticity; makes the skin velvety and tender
Line on the basis of white wine: scrub gomagel. Line on the basis of pink wine: peeling gomagel; "Vinous". Line on the basis of red wine: anti-aging peeling gomagel; warming-up gel-mask	"Shokonat", Russia	Dry white wine; pink wine; red wine (Cahors); grapeseed oil	for normal/ dry/aging skin care; cleanses the skin deeply; improves its structure; regenerates and nourishes; provides epitelization
"Magie Rouge" recuperative cream with a lifting effect	"Resbio" Ltd., Russia	Red wine extract; grapeseed oil	Rejuvenates; restores elasticity of the skin

Continuation of Table

1	2	3	4
Body moistening cream Chantal	Business concern "Fresh-Up", Ukraine	Extract of wine	Softens and nourishes the skin; promotes tone and elasticity
Line "Vinous": peeling soap; shower gel; shower peeling; bath oil; shampoo; hair balsam	MANUFATURA, Czech Republic	Wine; grapeseed extract	Antioxidant; assists in regeneration of the skin; regenerates hair bulbs; prevents fragility of hair, makes it elastic
Collagen mask for eyes with red wine	Beauty Face, Poland	Extracts of red wine, grapeseed oil	Activates the synthesis of elastin and collagen; promotes the cellular metabolism; smoothes out wrinkles; reduces swelling; antioxidant effect
Face mask. Red wine Mondsub	Guanchzhou Cosmetics, China	Red wine extract; grapeseed oil	Antioxidant; tones up; stimulates the synthesis of collagen; assists in elimination of toxins; feeds and vitaminizes the skin
Color Synergy Effect Sheet Mask Purple is a tissue mask on the basis of red wine and whortleberry	Deoproce, South Korea	Red wine extract; whortleberry	Rejuvenates; antioxidant; prevents regular aging; activates the synthesis of collagen
Anti-aging night mask on the basis of Holika white wine	Holika, South Korea	White wine extract	Activates regeneration of cells; evens out the skin tone; whitens the skin; assists in elimination of toxins; increases turgor and elasticity
Line of "Wine Line": peeling gel toner – Wine of peeling jelly softener; peeling gel scrub – Wine of peeling jelly scrub; night gel mask – Wine of jelly sleeping pack; Hydrogel mask – Wine of jelly mask set	Innisfree, South Korea	Wine extract; tartaric acid	Superficial peeling; whitens; antioxidant; stimulates the synthesis of collagen; rejuvenates

Parapharmaceutical products based on the wine extract are presented by different formulations: body/face creams, sera, masks, tonics, body/face scrubs, shower gels, conditioning agents for hair (Fig. 2).

The data in Fig. 2 shows that facial care products on the basis of the wine extract are 72.3 %, while body care products are 25.5 %. Almost every professional manufacturer of cosmetic products (Algologie, Saudalie, Magie Rouge, Nature's, Christina, D'vine Vinotherapy, 100 % Pure) included a face mask, a serum and a cream with the regenerating, rejuvenating effect. Cosmetic products

for body care – scrubs, creams and shower gels are presented mainly as care agents for home use.

The most widespread formulations with wines and their extracts are masks, (21.3 %), face creams (19.1 %), and body (12.8 %) and sera (14.9 %) in the form of emulsions, gels or cream gels. There are few products for removing facial makeup (gels for washing, milk, foam), for toning of the skin (tonics, lotions), exfoliants for the body and face skin. The hair care products are manufactured by only one company – Manufaktura. The introduction of wine or the wine extract into cleansing agents will al-

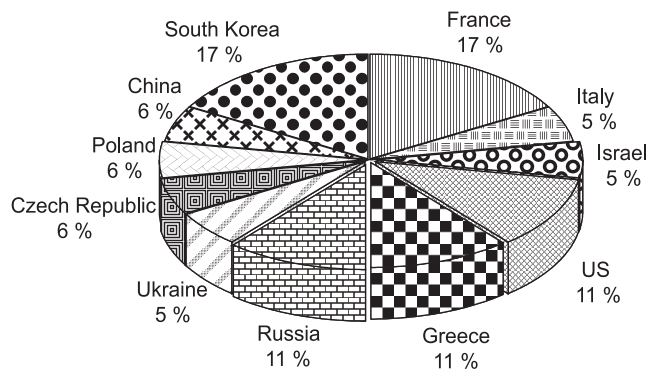


Fig. 1. Countries-manufacturers of parapharmaceuticals based on wine

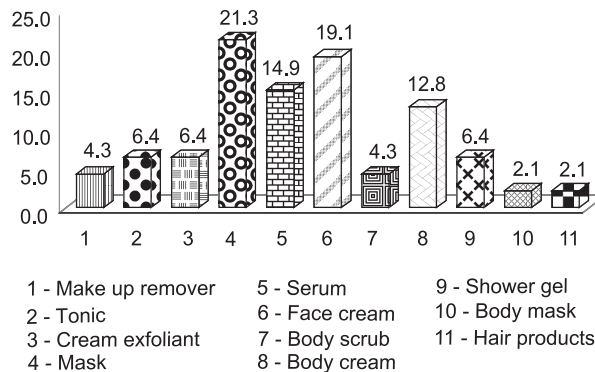


Fig. 2. Formulations of parapharmaceuticals based on wine

low producing agents with a weak keratolytic effect due to the content of approximately 0.4 % of organic acids (lactic, citric, malic, acetic, succinic, etc.).

The variety of parapharmaceuticals is not wide enough; therefore, it is promising to develop new products for skin and body care based on the extract of red wine.

Conclusions and prospects for further research.

Based on the analysis of the market it has been found that cosmetic and parapharmaceutical products based on wine are mainly of imported origin. In Ukraine, there

is a sufficient raw material base of wine materials; therefore, the production of such products is relevant and promising.

The variety of existing products based on wine is not sufficiently widespread; therefore, a promising direction is creation of new domestic parapharmaceuticals with the antioxidant, anti-inflammatory and regenerative effect.

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