THE BENEFITS AND PROSPECTS OF MEDICINAL PLANTS IN COSMETOLOGY

**Topicality.** The values of modern man are almost indistinguishable from those of the old days, namely health and beauty. However, the crazy rhythm of life, constant stress, the consequences of the wrong lifestyle are some of the factors that affect our health and appearance. Cosmetology can come to the rescue, which today has very effective and powerful tools in the fight for the beauty and aesthetics of the face and body.

The history of hygiene and cosmetics dates back to ancient times, when primitive people began to wash, clean and soften the skin, protect it from the sun, wind, rain, snow, trying to make their appearance more attractive.
"Cosmetics" of the ancients was associated with knowledge of the properties of plants, with the experience of using various products of plant and animal origin, minerals. And even what is sometimes perceived only as a desire to beautify the appearance, has a healing effect, confirmed by popular practice [1].

Currently, cosmetics are widely used products based on natural ingredients - medicinal plants. In the pharmaceutical markets of developed countries, the share of herbal medicines is 50%, for example, in Germany, 80% of doctors of all specialties use phytomedicines in their practice. Thus, according to the World Health Organization, their share over a decade will be more than 60% [2]

**The aim** was to determine the features of the use of medicinal plants in cosmetology and dermatology, to study the range of plants and determine the prospects for their use.

**Materials and methods.** The objects of research were the data of literature and electronic scientific publications on the pharmaceutical market of medicines and medicinal plant raw materials used in cosmetic and dermatological practice. In the course of research the methods of modern information retrieval, bibliographic, systematic, logical, comparative analysis and generalization were applied.

**Results and their discussion.** Skin diseases are often the cause of anxiety and depression, and the nature of complaints and their emotional color does not always depend on the severity of clinical manifestations [3]. Acquired skin diseases can be caused by various environmental factors - mechanical trauma, exposure to high or low temperatures, exposure to chemicals, light stimuli, parasites and bacteria. Dermatological manifestations can occur against the background of various internal diseases: central and peripheral nervous system can cause eczema, itchy skin, liver disease, endocrine glands, pustular lesions, infectious diseases, parasitic insects, pathogenic fungi, skin tumors [4].

Chronic, often recurrent, course of these problems is the cause of long-term disability of patients, deterioration of their quality of life, which determines not only medical but also important social significance of the problem of skin diseases. The boundary between dermatological and cosmetic factors is not defined, so it is not always advisable to start treatment with drug therapy, given their possible side effects on the body as a whole. Interest in medicinal plants is constantly growing, as they are characterized by a fairly wide range of biological activity, cause almost no side effects and act more gently on the body [5].

Preparations of plant origin are able to organically participate in the biochemical processes of the human body, change these processes and have a therapeutic effect even in small doses. Another significant difference between herbal preparations and synthetic analogues is that the pharmacological effect of a synthetic preparation is based on the action of one or several purified active substances. In turn, medicinal plant raw materials contain several groups of biologically active substances with different pharmacological action. Each compound contained in a plant has its own individual pharmacological effect, and the therapeutic effect of plants is based on the combination of the effects of several compounds. This effect in phytocosmetology is achieved by synergism of biologically active substances in plants [6].

We conducted an analysis of cosmetic remedies based on plant raw materials and determined that most of the nomenclature of the studied drugs are products that include yarrow, wormwood, calendula, chicory, mother-and-stepmother, horsetail, feverfew or blueberries), aloe, lavender, violet, jasmine and oils of various plants.

According to the conducted work, it was established that pharmacies prepare only 5 items of soft dosage forms and 4 - liquid ones, which contain 4 types of plant raw materials, out of 112, which are included in the State Pharmacopoeia of Ukraine.

Herbal remedies can be used for a long time not only as an external remedy, but also internally. This helps to cope with the disease, because it is known that the causes of some skin diseases are internal factors such as lack of trace elements, metabolic disorders, weakening of the
body's immune system, retention of toxins and toxins, which manifests itself as dermatological
diseases.

Herbs are also effective as a preventive measure for certain skin diseases, especially if you
start taking them in time, at the first signs.

Internal use of drugs in skin diseases should be pathogenetically justified, taking into
account all possible exogenous and endogenous factors of their development and course, which
should be clarified by a dermatologist

Very often the poor condition of hair and skin is a consequence of disorders of the nervous
system. To improve its condition, it is recommended to take plants that have a calming effect on
the body: motherwort, valerian.

Premature wrinkles, sagging skin, hair loss can be caused by hormonal insufficiency. You
can use hop cones to make up for the lack of female sex hormones.

Gastrointestinal diseases have the strongest effect on the condition of the skin and hair. For
example, constipation on the skin widens the pores, and it becomes earthy. To do this, it is useful
to take the juice of raw carrots or beets on an empty stomach. Also useful in this case are flax
seeds, rhubarb stem and ragweed bark. Seaweed, on the basis of which the pharmaceutical drug
Laminarid is made, also helps to cope with constipation. Gastritis leads to dilation of capillaries
on the skin of the nose. To reduce the acidity take the infusion of marshmallow and chamomile,
as well as raw potato juice, at low - infusion of plantain.

To restore liver function, use plants with choleretic effect: dandelion, calendula, immortelle,
barberry, corn stigmas.

Swelling of the face and legs occur when the kidneys do not work properly. Plants with diuretic action: cornflower, bearberry, horsetail, young leaves and birch buds.

Medicinal plants with anti-inflammatory action are oil-containing, tannin-containing,
esential and phenolic-containing plants: sea buckthorn (fruits), St. John's wort (herbs, flowers),
oregano (herbs, flowers), mountain arnica (flowers, leaves), periwinkle (leaves, flowers), sticky
and gray alder (buds, cones, leaves), willow (bark), plantain (leaves), eucalyptus spherical
(leaves), comfrey (leaves, roots), calendula (flowers, leaves), foxglove (roots).

Wound healing, epithelializing and resorbing properties have drugs: comfrey, chamomile,
horsetail, St. John's wort, sea buckthorn, plantain.

Cosmetic products should not only have an instant effect but also have an attractive
appearance, as well as contain substances that have different functional properties. However,
cosmetic dosage forms of industrial manufacture often include excipients such as preservatives,
dyes, stabilizers, emulsifiers and thickeners. These substances can cause allergic reactions or be
dangerous to sensitive or affected skin, many of which are harmful.

The increase in interest in natural dyes is due both to the strict regulation of the use of
synthetic dyes and the desire of manufacturers to give products the status of natural. Dyes isolated
from plant raw materials are powerful antioxidants that protect cells from free radicals, block the
growth of cancerous tumors.

By chemical nature, dyes of plant origin are most often anthocyanins, flavones, flavonols.

There are known methods of extracting dyes from grapes, crows, elderberries, beets, black
currants, chokeberry, rose petals.

Decoctions, infusions, alcohol-water tinctures, potions, gels, ointments, creams, pastes, oils,
lotions, powders are used in dermatology as local forms of herbal medicines.

Other drugs in dermatology are used as dietary supplements or dosage forms, ie not
classified as cosmetic.

It should also be noted that in cosmetology are more widely used LF, including on the basis
of plant raw materials than in dermatology. What can be explained by the fact that dermatological
problems are classified more as medical.

Cosmetics in the form of creams are the most widely represented (96 products, 57.8%).
second place are solutions (31 drugs, 18.7%), then gels (20 items, 12.1%), emulsions (lotions) - 8 drugs (4.8%) and shampoos (8 drugs, 4.8%) and powders (powders) - 3 means (1.8%).

Thus, given the pharmacological properties and economic affordability of phytocosmetology is a promising area of both extemporaneous formulations and factory-made drugs, which will provide ample opportunities for the use of active substances in various dosage forms in cosmetic practice.

**Conclusion.** Extensive pharmacological properties of plants allow their use to eliminate various cosmetic problems, both for external use and internally for a long time. The use of vegetable raw materials in cosmetology is promising for therapeutic purposes and as ancillary components.

**References:**