

SEARCH FOR NEW APPROACHES TO THE TREATMENT OF SEBORRHOEIC DERMATITIS

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Introduction. Seborrheic dermatitis of the scalp is a chronic inflammatory recurrent dermatosis characterised by erythematous-squamous rashes in areas with hypertrophied, overactive sebaceous glands. Among the means of complex therapy of seborrheic dermatitis of the scalp, which have in their arsenal dermatologists, cosmetologists and trichologists, distinguish keratolytic, glucocorticosteroid, antiseptic, disinfectant and antifungal agents that act on all links of pathogenesis. In the treatment of the most commonly used means containing zinc pyrithione, selenium sulfide, tar, salicylic acid, sulfur. However, the use of most of them gives a short-term effect.

Meta doslidzhennya. Search for new approaches to the treatment of seborrheic dermatitis of the scalp and the development of modern available medicines is an urgent task.

Taking into account that in most cases patients with seborrheic dermatitis of the scalp use medicines for a long time, the socio-economic availability of antiseborrheic drugs is of great importance, a certain measure of which is the price of medicines. In addition, the study of the price situation in the drug market is the basis for all state programmes to regulate prices for medicines and is decisive in the choice of pricing policy by pharmaceutical manufacturers and contractors.

Methods of doslidzhennya. During the research we used logical, statistical and monitoring methods. We analysed price lists of well-known wholesale companies.

Main results. The information array of 26 medicinal preparations and 71 cosmetic products for treatment of seborrheic dermatitis of the scalp was preliminarily formed. To analyse the price conjuncture the wholesale price offers and weighted average retail prices for the preparations from the mentioned segments, which are the most demanded among consumers of pharmacies in Kyiv, Kyiv region, were considered.

For detailed analysis of the price conjuncture we initially calculated the liquidity coefficient of antiseborrheic medicines price, which reflects the degree of competition in a certain sector of the market at a certain time and to some extent characterises the availability of the drug.

Conclusions. In the therapeutic cosmetics, the most affordable were domestically produced remedies.