

Thus, packaging manufacturers face the task of somehow highlighting their products, to give them special decorative properties. In addition to this function, with the help of printing and finishing operations, other tasks are solved: protection of prints (from abrasion, from the action of an aggressive environment), giving a print of new consumer properties (blistering and aromatized varnishes), protection of production against counterfeits (holographic labels), etc.

Another important change in the industry is rapid growth in the popularity of interactive printing (QR codes, augmented reality elements, etc.).

SOURCES

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UDC 655:615.1:659.154

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BASIC PARAMETERS OF PHARMACEUTICAL PACKAGING DESIGN DEVELOPMENT

The main purpose of developing any design is to attract the consumer's attention with originality and style of packaging. A well-designed drug packaging design can help a pharmacist quickly find it on the shelf. With regard to the requirements for the design of medical products packaging, it is necessary to pay more attention to the readability of the text on the packaging and the material used for its manufacture.

Images, drug names, informative text, color design, and graphic drawings must be harmoniously combined on the drug packaging. In addition to attractiveness, packaging should be reliable, high quality, promote the brand in general, be easy to use.

The packaging of the medicinal product must meet the following key patient-oriented parameters:

– *Informativeness*: the use of graphics and color marking makes the use of the drug more convenient. Excess or lack of information on medical packaging causes negative emotions and frustration. Consumers want to

see on the package only the most important: the name, information about the composition of the drug, dosage, method of use of the drug, expiration date, storage and release conditions.

– *Quality*: Manufacturers who do not pay much attention to packaging and use cheap materials to make it risk undermining the credibility of their own product. Conversely, high-quality, recognizable and well-thought-out packaging instills confidence in the product and brand.

– *Functionality*: packaging should not only inform customers and protect the goods during transportation and storage, but also make people's lives easier. For ease of perception, pharmaceutical groups are often color-coded. The group of drugs for the cardiovascular system and drugs that affect hematopoiesis and blood is marked in red, drugs for the musculoskeletal system – orange, for the digestive tract – green, antimicrobial systemic drugs – purple, for the genitourinary system – yellow; for the respiratory system – blue, from skin diseases – crimson. This scheme allows users to unmistakably identify the group of drugs needed among others, without reading the name, and quickly navigate the first aid kit or shelves. Color coding is also suitable for indicating the dosage and form of the drug.

– *Uniqueness*: unique design will not confuse the package with other drugs, even if the buyer forgot the name. "Gramidin" pharmacist will find by a scarf that "binds" the box, and "Bromhexine" – on request "cough syrup with a bear". It should be noted that the drugs of one company are usually made in a similar style, using branded elements. Successfully selected fonts help the visually impaired and the elderly people to navigate in self-service departments, a clear indication of the necessary information – to exclude inappropriate products and avoid additional health problems.

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