**OBTAINING OF A COMBINED THERAPEUTIC COSMETIC BASED ON THE SECRET OF THE SNAIL AND BIOMASS PANAX GINSENG**

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Bioterapia, which is based on the combined use of natural means externally and internally, is very popular now. Cosmetological preparations carry out skin care, have a general strengthening effect, don’t cause side effects.

We are looking for alternative ways to receive biologically active substances (BAS) from natural raw materials. The purpose of our work is to create a new therapeutic and cosmetic agent based on snail slime and the extract of biomass of *Panax ginsena*, obtained by *in vitro* cultivation of the plant.

It has been clinically proved that snail slime stimulates the formation of collagen, elastin, hyaluronic acid, reduces the amount of wrinkles, solves skin problems associated with photosensitivity and age-related changes. On the pharmaceutical Ukrainian market, medicinal and cosmetic preparations what are based on the secret of mucus can be purchased only through an online order, where Ukrainian consumers are offered products from Korea and Russia. Ginseng extract positively affects metabolism in the cell, promotes the rejuvenation of the epidermis cells, regulates the amount of water in the skin, prevents dehydration, enhances blood circulation.

The secret of the snail was obtained by shaking.In stressful situations snails allocate mucus, which is collected with a large amount of water. They also filtered and cleaned the mucus. Alatonin, collagen, elastin, chitosan, glycolic acid, proteases, vitamins A, C, E, B6, B12 have been detected in secret of mucus.

Biomass of *Panax ginseng* was obtained *in vitro* conditions on the Murassig-Skooga medium with the addition of phytohormones at various concentrations (0.2 mg/l β-indolylacetic acid (IAA), 0.5 mg/l kinetin, 0.1 mg/l α- naphthylacetic acid (NAA)), 30 mg/l sucrose, 0.6% agar, pH 5.8-5.9. Biomass - 23 g/l was obtained after the introduction of the plant into a culture in vitro by five weeks ago. Glycosides, amino acids, pectins, tannins, vitamins of group B, saponins, antioxidants were found in caluse biomass.

We have chosen alternative methods of obtaining biologically active compounds of animal and vegetable origin, which allow us to preserve natural sources, and obtain BAR in the short term and regardless of climatic conditions. The method of obtaining anti-age skin care cream was developed and worked out on the basis of the received snail mucin and ginseng callus biomass. The resulting cosmetic product should have anti-inflammatory, wound healing, moisturizing, antioxidant, calming action, reduce the appearance of redness, acne and help with other skin problems. The conducted marketing research has shown the feasibility of creating such a drug.