

obtained for the total content of flavonoids: *Simphyti radices*-0,08%; *Agrimoniae herba*-1,39%; *Calendulae flores*-0,26% *Silybi fructus*-0,09%; *Menthae piperitae herba*-0,95 %. For chromatographic separation was developed a unique technique for all extracts, based on the use of the solvent system acetonitrile:purified water (80:20). The final results of dosing flavonoids by HPLC method are correlated with those obtained from UV-VIS spectrophotometric determination.

Conclusion: The obtained optimized extracts present the total concentrations of flavonoids, as evidenced by HPLC analysis and UV-VIS.

Keywords: vegetable products; flavonoid; extracts

20. THE STUDY OF COMPATIBILITY OF ECONAZOLE NITRATE AND BETAMETHASONE DIPROPIONATE

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Introduction: Econazole nitrate is an antifungal substance of the imidazole class that is successfully used in the treatment of different types of mycosis, especially those caused by agents as *Aspergillus flumigatus* and *Candida albicans*. According to WHO every fifth person is affected by a fungal disease. Mycoses are often associated with secondary infection followed by inflammation, that is why one of the possible drug combinations in the treatment of this disease is the combination between econazole nitrate and betamethasone dipropionate.

Purpose and objectives: Studying the compatibility of econazole nitrate and betamethasone dipropionate using different modern methods and analysis of the results from different perspectives.

Materials and methods: The research is based on the identification of econazole nitrate and betamethasone using the Infrared Spectrophotometry and the determination of the content of each substance in the mixture using UV-VIS Spectrophotometry and the HPLC chromatography.

Results: Infrared spectrums of econazole nitrate, betamethasone dipropionate and the mixture of econazole nitrate and betamethasone dipropionate (prepared from 1,0 g of each substance) show that there are few interactions between them. Infrared Spectrophotometry, as a modern method of analyse, is used only for identification of the substances, so it doesn't reveal any quantitative aspects. According to this, for testing forward the compatibility of the analyzed substances there were recorded UV-VIS spectrums using different solvents such as C₂H₅OH 96%, CH₃OH, HCl 0.1M (according to European Pharmacopoeia). The recorded UV-VIS spectrums show that the substances by themselves correspond by quantitative aspects, but the mixture of them doesn't correspond. The compatibility of econazole nitrate and betamethasone dipropionate was also tested using HPLC chromatography. Chromatograms of econazole nitrate, betamethasone dipropionate taken on their own mobile phase show quantitative correspondence, but chromatograms of the mixture taken on the mobile phase of each substance doesn't reveal any compatibility.

Conclusion: The study of compatibility of econazole nitrate and betamethasone dipropionate, based on using different modern methods, revealed that the substances are incompatible.

Keywords: econazole, betamethasone, compatibility, spectrums, chromatograms

21. MARKETING ACTIVITY IN COMMUNITY PHARMACY

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Introduction: Pharmacy Marketing is a modern pharmaceutical management that is based on the orientation of the patient as "customer orientation" marketing concept is considered the foundation of modern marketing management. The value of service oriented marketing activities