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FEATURES OF NETWORK MARKETING OF BIOLOGICALLY ACTIVE ADDITIVES

Introduction. In order to reduce material costs, some companies sell medicines of dubious quality through network marketing. In addition, they are registered not as medicines, but as biologically active additives. In this regard, a number of dietary supplements (BAA) have a significant, uncontrolled impact on human health, and their production has become one of the most profitable types of business.

Review of recent publications: Production and sale of dietary supplements are regulated by the order of the Ministry of Health of Ukraine No. 222 "On approval of Sanitary rules and regulations for the use of food additives" (23.07.1996). For decades, activists have been looking for ways to address the problem of the marketing of dietary supplements. The most famous are the works of M. Ponomarev, M. Stepanenko, A. Baidak. However, current legislation is not able to fully regulate the turnover of dietary supplements. It is therefore necessary to continue scientific and legislative work to overcome this problem.

Objectives of the paper. To investigate the marketing moves by which certain manufacturers mislead consumers

Results of the research. Network marketing motivates the consumer to distribute the purchased product, earning additional profit. Therefore, network marketing is a unified system of production and marketing of goods by direct offering them to consumers, creating special networks where there are practically no classic links in the wholesale and retail trade. Each higher level attracts a lower level and the number of persons involved increases exponentially. This level of networking gives a significant percentage of turnover.

Nowadays, there are approximately 600 companies operating around the world with a multi-level marketing strategy. Such companies are interested in consumer misinformation. The most dangerous mean of manipulating information on dietary supplements is its deliberate distortion. It means quantitative and qualitative distortion of information, exaggeration of properties and harm reduction.

Today distributors use the technique of psychological programming (manipulation of consciousness). For this purpose, conditions are created in which the reaction of the subject depends entirely on the actions of his partner. Multilevel marketing is based on increase in turnover, so the income of representatives of this business sector directly depends on the volume of sales.

Conclusions. BAA-related business is currently one of the most profitable. It is based on the network marketing method, which can immediately increase the number of potential buyers and distributors. Typical fraud moves are the suppression and distortion of true information, which very often leads to injury and even death.

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