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Problem of regulation of retail prices for medical products

The present paper is dedicated to a model of price regulation for medicines within distribution channel. It is proposed to divide medicines into three groups on a basis of price. It is recommended to introduce a guaranteed distribution and pharmacy margin for medicines from lower and upper groups, and a maximum margin rate for medicines from medium group.

Keywords: medicine, pricing, price regulation, distribution channel.

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Lee N.G.

Modern problems of long-term criopreserving of biological objects (tissues, cells, organs) with conservation of their properties and functions on the basis of use of crioprotecting substances

One of the approaches to dissolve the problem of the toxicity of artificial cryoprotectors that have been applied in the cryopreservation of biospecimens can be using it together with natural cryoprotectors, produced by cold hardy organisms, such as insects. The positive results were received in the studies on using of extract of overwintering caterpillars *Aporia crataegi* L. in the cryopreservation of human lymphocytes. The extract seems to be an efficient stabilizer at multiply cycles of freezing – thawing.

Keywords: cryopreservation, cryoprotector, toxicity, lymphocytes, cold hardy insects, *Aporia crataegi*.

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