

In conclusion, there is a need to use the services of intermediaries due to existing problems with storage, sorting and packaging hampers the effective promotion of products. Different interests of market participants over the price create unfavorable conditions for the functioning of the domestic market of apples.

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INVESTIGATION OF SOME PECULIARITIES IN INTERNET ADVERTISING

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Nowadays, more and more people use the Internet as the first source of obtaining the necessary information. Accordingly, the number of advertisements is also growing. But regardless of what kind of advertising is, for example, contextual advertising, frame advertising, pop-up banners, trick banners, contextual Internet advertising in search engines (SEA), product placement in Internet games or direct advertising, there is a main requirement for it - not to violate the law. Otherwise, if you go against these rules, the antimonopoly service can fine the company for a fairly large amount, and advertising will be banned from showing. It is also necessary to take into account the fact that officials learn about “prohibited” advertising mainly from competitors.

Therefore, in order to avoid any problems, you should carefully study all the necessary requirements that advertising must follow.

Firstly, you need clearly understand what Internet advertising is. So, Internet advertising is a form of non-personal presentation on the Internet of information about various services or, most often, goods. So what kind of advertising is prohibited?

Firstly, it is unfair competition. It is not allowed to indicate such words as: «very», «first», «number one» and other synonyms in the advertising text. An excellent or comparative degree in advertising is an indicator of unfair competition. However, if you really want to indicate that this product or service is number one, you need to provide confirmation of this fact.

Secondly, it is advertising of contests or promotions. In that case, if you want to advertise this one, you need clearly indicate the conditions, terms of participation and also other points. Therefore, you cannot just write “Buy chips and win a bike”.

Thirdly, using of swear words and offensive images is prohibited. So it is better to remove obscene language from ads, as well as vulgar hints and important historical symbols.

Fourth, advertising of goods and services that do not have the required license or certificate.

Fifth, it is prohibited by the law to advertise abortion medical services. This list also includes such services as: hair removal, peeling or massage, and others. It is better to look for it in the “Nomenclature of Medical Services” before advertising this service.

Sixth, advertising of alcohol and tobacco products is not permitted. Even the expressions: “sparkling”, “foamy”, “intoxicating” are prohibited in advertising. Moreover, online advertising does not even allow soft drinks. Also, no cigarettes, and other newfangled electronic cigarettes.

Seventh, advertising of goods and services in installments or loans, as well as other financial services. In that case, if you indicate the rate "from", then indicate "to". A copy of the bank's license is also required.

In the end, I would like to say that, of course, you will not thoroughly learn all the rules that are included in the Advertising Act, but knowing the most basic will help you not to fall into the "trap", and will save your precious nerves, money and time.

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HOW CASH RECEIPTS AFFECT HUMAN HEALTH AND THE ENVIRONMENT

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Almost every day we are in contact with cashier's checks, but few people know what impact they can have on human health and the state of the environment in general. According to the results of a study of scientists, holding a cash register in their hands, bisphenol-A substance enters the body through the skin. It also enters the body after interacting with printed documents, faxes, etc.

The purpose of the study is to find out what effect cash receipts have on the human body and the environment and to find ways to solve the problem of recycling receipt tape.

Thermal paper contains a certain amount of a dangerous substance called Bisphenol A. It is enough to hold the check in your hands for five seconds for 1 µg of this toxin to penetrate the skin. The dose will increase tenfold if you have wet hands or the piece of paper itself gets wet. Bisphenol A is found in polymeric materials that are used for the production of a wide range of products: children's toys, plastic containers, inner coatings of metal cans for food and drinks. Bisphenol A enters the human body mainly through the gastrointestinal tract and skin; it can be found in various biological fluids and tissues of the body, showing varying degrees of accumulation in them (fig.1).

Studies of the content of Bisphenol-A in the human body were carried out in England and showed that in 90% of the population, the chemical is found in urine.

Also, scientists have found that a moisturizing cosmetic cream applied to the skin promotes the penetration of bisphenol-A into the blood [1].

Bisphenol A is classified in the EU as a substance that causes toxic effects on our ability to reproduce (Repr. 1B); may cause respiratory irritation (STOT SE 3); causes serious eye damage (eye dam. 1); may cause skin allergies (skin sens. 1) [3]. If you touch more than ten checks a day, the dose of toxin you received is 71 mcg / day.

It turned out that in its structure it is similar to the female hormone estrogen, therefore Bisphenol-A molecules affect the reproductive system, leading to reproductive disorders, as well as

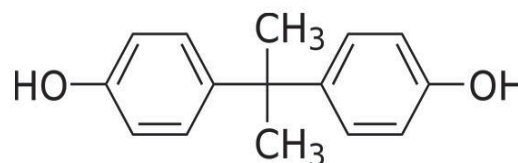


Figure 2. Chemical formula of Bisphenol A