

## **CONSUMER PREFERENCES AND POSITIONING OF BIOLOGICALLY ACTIVE ADDITIVES OF THE PHYTOGENESIS**

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The pharmaceutical market of biologically active additives to food of a phyto genesis intensively there are new trading positions, sales volumes every year increase. BAD are even more often applied in a complex with medical products to treatment and preventive maintenance of various diseases. BAD involve the population with the wide assortment, natural structure and the reasonable price.