

Summary and key words

Knowledge about dietary supplements or medicinal products has already been examined in numerous scientific studies around the world. My work represents an attempt to present the problem of borderline products in a slightly broader scope - showing the emergence of borderland, evaluation of such borderline products and how the consumer is guided in the choice of products. The first part of the study contains an analysis of the product borderline among the most common groups, as well as examples of the assessment of such products. The second part is a visual analysis of the purchasing space of products (pharmacies) where the consumer can find himself. The third part is an original survey prepared for consumers to explain to what extent they are familiar with the choice of products. In this case, a group of medicinal products and dietary supplements was selected. The experience of recent years has shown that self-healing is important, therefore the knowledge and recognition of various product groups, especially for treatment or health prevention, is a very important aspect. Our own research was compared with similar studies from recent years. The research shows that consumers declare that they know the products and have knowledge about medicines and dietary supplements. However, this is not entirely the case, because, for example, older people choose more prescription drugs, and young people do not care what product it will be. It was also noticed that some people, especially women, often change their medications to dietary supplements during treatment. A number of inspections and educational campaigns on dietary supplements have been carried out, but there is still a lack of knowledge on this subject, especially since dietary supplements should not be confused with drugs. There is also a lack of research on the principles on which the selection of a product or its replacement takes place.