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MARKETING MIX APPLIED TO PREPARATIONS WITH VITAMIN C AND RESVERATROL CONTENT

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Abstract. Preparations containing vitamins and antioxidants through their wealth in bioactive components are a very efficient source of compounds to prevent excessive accumulation of free radicals in the body or to interact with existing ones and improve the health of the population. This study aims to study bio components products containing antioxidant compounds with vitamin activity. An example of this is grapes, especially those of *Vitis vinifera*. For these products to meet both the human body needs and the demands of consumers, the study was completed by operational marketing applications. The high quality of the studied products is represented by the ability to easily enter the usual American diet and inadequate consumer components of vitamins and antioxidants. This is also an effective way to prevent power imbalances that can lead to degenerative diseases and maintain a state of optimal health.

Keywords: marketing mix, vitamin C, antioxidant bio components, resveratrol

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