

## „BIBIJANA” - HAND CARE LOTION

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Sima T. Joanović was born in Saravola today's Romania and graduated in pharmacy in Budapest in 1898. After graduating, he worked in Timisoara for a short time. He came soon to town of Debeljača and bought the pharmacy "At the Cross" from the pharmacist Ambrozy Sándor, which had been working successfully for more than two decades before that. Sima built a new business and residential building on the then Elisabeth Square and moved the pharmacy into it. He has written articles in cosmetics and perfumery in professional journals. He published his works "What every perfumer should know" in the Pharmaceutical Herald, which helped his colleagues in their work in the field of cosmetics. The pharmacy was widely known for its cosmetic and perfumery products (1). The first product that made this pharmacy famous "Bibijana" appeared as early as 1905, a non-greasy single-phase lotion based on glycerol, which in a record short time, as printed on the instructions for use, brought even the roughest hand skin in perfect condition. Labels in Hungarian and Serbian were printed for this lotion, which is packed in characteristic 50 ml bottles. The composition of the lotion included: glycerol, ethanol, laurelchery water and perfume in alkaline aqueous solution (2). The lotion was received with great enthusiasm by the people. It was the first product that was made in bulk. Thanks to the "Bibijana" lotion, the pharmacy became more and more famous, but the other products in the pharmacy were also more and more in demand.

### References

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2. Šimić, I. (1978). Pisana izjava. Debeljača.

## **„BIBIJANA“ – LOSION ZA NEGU RUKU**

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Sima T. Joanović rođen je u Saravoli (današnja Rumunija), diplomirao je farmaciju u Budimpešti 1898. godine. Nakon diplomiranja kratko vreme radio je u Temišvaru. Ubrzo dolazi u Debeljaču i kupuje od apotekara Ambrozi Šandora apoteku „Kod krsta“ koja je pre toga uspešno radila više od dve decenije. Izgradio je novu poslovno stambenu zgradu na tadašnjem Jelisavetinom trgu i u nju je preselio apoteku. U stručnim časopisima pisao je članke iz kozmetike i parfimerije. U Farmaceutskom glasniku izašao je niz njegovih radova „Šta treba da zna svaki parfimer“ čime je pomagao kolegama u radu u oblasti kozmetike. Apoteka je nadaleko bila veoma poznata po kozmetičkim i parfimerijskim proizvodima (1). Prvi proizvod koji je ovu apoteku učinio poznatom „Bibijana“ pojavio se već 1905. godine nemasni jednofazni losion na bazi glicerola koji je u rekordno kratkom roku, kako je odštampano na uputstvu za upotrebu, i najgrublju kožu ruku dovodio u besprekorno stanje. Za ovaj losion koji je pakovan u karakterističnim bočicama od 50 ml štampane su signature na mađarskom i srpskom jeziku. U sastav losiona ulazili su: glicerol, etanol, voda lovorvišnje i parfem u alkalnom vodenom rastvoru (2). Losion je sa velikim oduševljenjem prihvaćen u narodu i predstavljao je prvi proizvod koji je pravljen na veliko. Zahvaljujući losionu „Bibijana“, apoteka je postajala sve poznatija, ali i ostali proizvodi u apoteci su bivali sve traženiji.

### **Literatura**

1. Savkov, I. (2014). Istorija apotekarstva na tlu današnje Vojvodine. Novi Sad: Matica Srpska.
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