ORIGINAL ARTICLE

PROMOTION OF HEALTH BY NATURAL PRODUCTS: PERCEPTION AND KNOWLEDGE OF TRADERS

ABSTRACT
Objective: to analyze the perception and knowledge of owners of natural products stores on these foods, also observing the scientific knowledge on the subject. Method: this is a descriptive and exploratory study, with a qualitative approach, carried out with 30 store owners from the natural products food sector. A semi-structured questionnaire was applied during the individual interviews, followed by the integrated transcription and content analysis with the support of Atlas.ti software. The data were described in frequency table with percentage and speech presentation. Results: there was a predominance of females (63.3%), with complete higher education (66.7%). The interviewees presented a lack of information related to contraindications, hygiene and product quality care. Conclusion: the results show that the interviewees need more knowledge about the natural products offered in the trade, being necessary more supervision by the public power to guarantee the quality of these products. Descriptors: Health promotion; Natural Products; Food Habits.

RESUMO
Objetivo: analisar a percepção e o conhecimento de proprietários de lojas de produtos naturais sobre esses alimentos, observando-se também o conhecimento científico sobre o assunto. Método: estudo descritivo e exploratório, de abordagem qualitativa, realizado com 30 proprietários de lojas do setor de alimentos de produtos naturais. Foi aplicado um questionário semiestruturado durante as entrevistas individuais, seguido da transcrição na íntegra e análise de conteúdo com apoio do software Atlas.ti. Os dados foram descritos em tabela de frequência com percentual e apresentação dos discursos. Resultados: houve predominio do sexo feminino (63,3%), com ensino superior completo (66,7%). Os entrevistados apresentaram carencia de informação relacionada aos cuidados de contraindicações, higiene e qualidade dos produtos. Conclusão: os resultados demonstram que os entrevistados necessitam de mais conhecimento sobre os produtos naturais oferecidos no comércio, sendo necessária maior fiscalização por parte do poder público para garantir a qualidade desses produtos. Descriptores: Promoção da Saúde; Produtos Naturais; Hábitos Alimentares.

RESUMEN
Objetivo: analizar la percepción y el conocimiento de propietarios de tiendas de productos naturales sobre estos alimentos, observándose también el conocimiento científico sobre el asunto. Método: estudio descriptivo y exploratorio, de enfoque cualitativo, realizado con 30 propietarios de tiendas del sector de alimentos de productos naturales. Fue aplicado un cuestionario semi-estructurado durante las entrevistas individuales, seguido de la transcripción en su íntegra y análisis de contenido con el apoyo del software Atlas.ti. Los datos fueron descritos en tabla de frecuencia con porcentaje y presentación de los discursos. Resultados: hubo predominio del sexo femenino (63,3%), con Enseñanza Superior completa (66,7%). Los entrevistados presentaron carencia de información relacionada a los cuidados de contraindicaciones, higiene y calidad de los productos. Conclusión: los resultados demuestran que los entrevistados necesitan de más conocimiento sobre los productos naturales ofrecidos en el comercio, siendo necesaria mayor fiscalización por parte del poder público para garantir la calidad de esos productos. Descriptores: Promoción de la Salud; Productos Biológicos; Hábitos Alimenticios.
INTRODUCTION

The general population has sought to improve their quality of life through the frequent practice of physical activities and healthy eating, modifying their daily living habits.\(^1,2\) The growth of the sector has been accompanied by the Brazilian government, especially by the Brazilian Agency for the Promotion of Exports and Investment (Apex-Brasil), and also by agents of the marketing chain of organic products.

The theme has great relevance for the national scenario, as Brazil is one of the largest producers of organic products in the world, with an area of almost 5 million hectares in 2011 exclusively for the planting of organic products. Besides its legislation, the sector has several programs to support and encourage organic and natural products. The main marketing channels are supermarkets, and the states that most commercialize these products are Minas Gerais, São Paulo, Rio Grande do Sul, Ceará, Bahia, and Paraná. The growth of this market is about 20% per year, according to studies of these organs.\(^3\)

Besides the supermarkets, there are the stores of natural products or herbalists that make available the retail or wholesale trade of dried fruits, farinaceous, grains, whole grains, organic, sweet with low sugar content, soy derivatives, teas among others to meet this growing public.\(^4\)

With this growing production, there are concerns about the consumption of these products, and therefore of health. Resolutions have been created in Brazil to regulate and give subsidies to this sector that support and delimit the necessary instruments for compliance with the National Policy of Medicinal Plants and Herbal Medicines, being the National List of Medicinal Plants of Interest of SUS\(^5\) and Annex I Of the Resolution of the Board of Directors of ANVISA\(^6\) n°10, which presents data of nomenclature, part used, posology, mode of use, route, indications of use, contraindications and adverse effects for 66 species of medicinal plants used in the preparation of vegetal drugs by the company manufacturer. However, they are restricted to plant drugs, not applying to in natura products marketed in fairs, supermarkets, and natural products stores.\(^6\)

By the National Policy on Integrative and Complementary Practices in SUS, a resolution was launched in 2013 at the national level that involves nutrition professionals, most commonly seen in this branch of commerce. CFN Resolution N° 528/2013 states in Article 3 that “competence for the prescription of medicinal plants and plant drugs is attributed to the nutritionist without specialization, while the competence to prescribe herbal medicines and master preparations is attributed exclusively to the nutritionist with the title of specialist or certificate of post-graduation in this area.” Therefore, the prescription of herbal medicines is exclusive for professionals able to do it.\(^7\) On the one hand, if it limits access, on the other hand, it brings more subsidies to make the consumption of these products safer.

In the foreign market, these stores are very widespread and they present laws and guides for the farmers and the traders, as in the European Union, for example, maintaining a guide of agricultural practices for medicinal plants guiding on care from sowing, cultivation, harvesting, processing, packaging, storage until the transportation of all the material involved in the production of natural products.\(^8\) In Brazil, commercialization is still very strongly concentrated in natura products, supermarkets, fairs, and markets. However, the increase in consumption has meant that the investment in processed products has increased significantly in the large retail groups, some of them of about 40% from 2011.\(^3\)

Because of the increase in the supply and demand of these products in the food trade, it is fundamental that, on one hand, the consumer has more precise information on the uses and conditions of consumption in the health and, on the other hand, who commercialize has knowledge about the subject, even if it is for general information of the use and orientations to the final consumers in the risks that they can bring to the health. Literature has already shown that all natural products must be inserted regularly and appropriately into the diet to bring the expected benefits, so its benefits can be observed.\(^8\) In turn, the lack of information to consumers can harm their health, since incorrect or unnecessary intake of natural foods can have adverse and undesirable effects. In this way, it is believed that the guidance of specialized professionals for the adequate use of these products is extremely important.\(^9\)

We emphasize that, in the increase in the demand for these products and the lack of effective quality control in all their stages of development, they can often result in products without adequate conditions of use.

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**Promotion of health by natural products...**

**English/Portuguese**

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In this sense, numerous studies with plants, fruits, and vegetables have been developed with the objective of evaluating the toxicity and pharmacognosy of these products, aiming not only at their functional use but also at the quality necessary for consumers to use.10

Given the above, this study aims to analyze the perception and knowledge of owners of natural products stores on these foods, also observing the scientific knowledge on the subject.

METHOD

This study is exploratory-descriptive, transversal with a qualitative approach, with a group of owners of 30 natural products stores in the city of Maringá (PR), Brazil, because it is one of the states that most consume this type of product and because the researchers and their team reside in it.

The study occurred in the period from February to November 2015, in a city in northwest Paraná. The city has approximately 397,437 thousand inhabitants. There was an increase of more than 30% in the number of establishments of “wholesale trade in natural food products (CNAE 2.0: 4637-1/99)” and “Retail natural products trade (CNAE 2.0: 4729-6/99)” from January 2005 to November 2015, presenting today some 56 establishments of this branch installed in the city.11

The study sample was for convenience, considering the ease of access, greater consumer demand, and higher sales volume. The 30 participants accepted to participate in the study through the signing of the Informed Consent Form (TCLE) and the authorization of the site.

A first personal contact was made with the owners of the selected stores for explanation and clarification of the study for the data collection. After this first moment, the researcher conducted the interview with the respondent inside the store in which it was the owner or responsible authorized by the owner.

The interviews were audio-recorded with a SONY® make.believe ICD-PX312 digital IC chip recorder. The interview characterized as open consisted of a dialogue between the researcher and the interviewee, through a pre-elaborated script that helped in the conduct of the conversation so that all information pertinent to the research was collected. The interview was focused on the participant's individual experience, which is considered important to understand people's perception or knowledge in a similar situation.12

The interview script, developed by the researchers, presented a flexible design, that is, it was semi-structured since it could undergo changes by necessity such as the inclusion or removal of topics during the collection.13 The basic script comprised 2 main topics: respondent data and data on knowledge and consumption of natural products. Within each primary topic, other pertinent issues were developed as: age, education, time marketing natural products, when they started to buy and use natural products, what led them to use these products, among others.

After the 30 interviews, the audio discourse was transcribed in text form. Transcription is justified to enable the treatment of the data in a transversal way, and later categorization through content analysis. These transcripts were made by the researcher respecting the content of the interviews without changes or interferences, maintaining all the care, precision and fidelity of the data collected in audio.14 In the transcription, the denomination of each interviewee with letter and number was also used, “O” of the owner and the subsequent number (01 to 30) referring to the interview sequences performed (P01, P02...).

The analysis of the interview data was performed using the software ATLAS.ti version WIN 5.0 (Build 60), which “allows data management and integrates the information,” allowing a safer and richer analysis. The use of an older version of the Software is justified by the fact that it is licensed for use by faculty and students of the master’s program at the researchers’ university.

In the Software, the steps were organized in the following sequence: first, all transcribed texts were grouped within the program in a hermeneutical unit. Then, the researcher created codes (CODES) according to the script of interviews as, for example, the degree of instruction, age, means and forms of information of natural products, the cost-effectiveness of natural products, among others. These codes consist of short phrases that characterize information, connecting the corresponding phrases within the text. In this way, all the information contained in the texts were grouped to their corresponding codes. For each code grouped into the text, the software produced a quotation viewed separately.

Ultimately, the program allowed the execution and creation of NETWORKS that allowed to analyze the relationships between
the answers of all the participants. Through these results, it was possible to carry out contextual and content analyses in a much clearer and easier way to read and interpret data.

The research project was approved by the Ethics and Research Committee on Human Beings with number 973.103 (CAAE 41401314.8.0000.5539).

RESULTS

The sample consisted of 30 individuals with an average age of 37 years old. Of them, 63.3% were female, composing most the sample. Regarding the level of education, 66.7% had completed the third grade, as shown in Table 1.

It was observed that 55.7% of these graduations were related to areas of human and animal health and 44.7% of the graduations reported were in other areas as exact and human. Of the participants who did not graduate, 6.7% reported having incomplete higher education, 23.3% had only completed high school, and only 3.3% had an undergraduate education.

Table 1. Profile of the owners interviewed according to graduation course.

<table>
<thead>
<tr>
<th>Graduation</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Aesthetics</td>
<td>1</td>
<td>5.6</td>
</tr>
<tr>
<td>Drugstore</td>
<td>3</td>
<td>16.7</td>
</tr>
<tr>
<td>Animal Husbandry</td>
<td>1</td>
<td>5.6</td>
</tr>
<tr>
<td>Subtotal</td>
<td>10</td>
<td>55.7</td>
</tr>
<tr>
<td>Right</td>
<td>1</td>
<td>5.6</td>
</tr>
<tr>
<td>Management</td>
<td>3</td>
<td>16.7</td>
</tr>
<tr>
<td>Foreign trade</td>
<td>1</td>
<td>5.6</td>
</tr>
<tr>
<td>Commercial</td>
<td>1</td>
<td>5.6</td>
</tr>
<tr>
<td>management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journalism</td>
<td>1</td>
<td>5.6</td>
</tr>
<tr>
<td>Graphic designer</td>
<td>1</td>
<td>5.6</td>
</tr>
<tr>
<td>Subtotal</td>
<td>8</td>
<td>44.7</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>100.4</td>
</tr>
</tbody>
</table>

The growth in the demand for natural products is perceived in the city surveyed since only two owners interviewed have been in the market for more than 20 years, all the others started the business between 2007 and 2015.

The choice for the business probably came from the fact that the majority were consumers of these products before they even opened the business, probably motivated by the attractiveness of the market. The average consumption time of natural products among the interviewees was 10 years. In other words, besides the economic attractions, the practice of consuming natural products and the search for health through food takes up the antiquity in which Hippocrates already emphasized: “that food be its medicine and the drug is its food.” This idea was exposed by a respondent who said: As that phrase says: Make food your medicine (O01).

The collected data enabled to analyze that the relation of the subjects’ involvement with natural products can be understood from the concept of habitus14, that is, a behavior incorporated into everyday practices by an acquired knowledge, consolidating a cultural capital predominantly constructed by a practical and rational knowledge. This was noticed in the interviews that most owners reported having started to consume more natural products after opening the store. Because we have the shop now, here is more practical (O01). Since I started working here in the store, it has been seven years, always like this, we know the products and want to take care of our health too, so since I have been working here in the store, I always use the products (O09). Look, some products have been around for a long time, maybe two, three years. However, some of them, I have now discovered by studying them (O15).

Besides this change of habit verified in the society, there is also the cost-benefit relation of the products. Some owners reported that natural products are much more expensive than industrialized ones, and this may be the greatest difficulty of adherence of these products to the population.

People talk a lot about this... Castanha-do-Pará, for example, it costs 55 reais or 60 reais a kilo (O01). On the one hand, you spend more on food only decreases in the future with spending suddenly with medicine (O07). You pay a little more because it is more expensive, it is much cheaper a coke than juice, but the benefit of Coke is zero, the benefit the juice is [...] So really the price it is higher, but then you have not had a health problem (O08). It is
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more expensive, for sure it is more expensive (O09).

This aspect should be better evaluated because according to some owners, the cost-effectiveness is not only based on the quality and benefits of the products but also for the price. Some owners disagree with the idea that natural products are more expensive, see no difference in the prices of natural products and the others.

When you want to take care of food you cannot add both, it will be more expensive if you add both. Now, if you replace it, no [...] (O06). So, it does not become more expensive; it is that the person sometimes thinks it becomes. If you know you are going to use it for pain, for example, the cost is much cheaper than buying a drug too (O10).

Comparing it, it is not as expensive as the people thinks it is (O14). I do not think it is more expensive [...] The quality of a bulk no doubt the benefit is much higher and I do not think it is more expensive (O16).

All respondents agree on the benefits attributed to natural products demonstrating that this is the best option for healthy eating. It is worth it because at least you are preventing some diseases and you have a healthier life (O01). The health benefits are enormous (O07). Worth it. Who consumes enough is worth much more you consume this type of product (O20). It is certainly good that you do not have problems with the doctor. If you use more natural products you will not have a cholesterol problem, will not have a problem with triglycerides, your blood will always be clean, you will not have fat in the vein (O23).

From the data analyzed, the main reasons indicated by the interviewees for consuming natural products are related to the quality of life, the added benefits of products and the control and prevention of diseases.

The quality of life. Income, the greater income of the sporting life, that I played and in the quality of life even of having health from the beginning (O02). Well, the first reason for the quality of life, natural products, we know that the quality of life is much higher (O04). For the benefits, even though they bring health right. They are functional foods, so they greatly favor the[...] reducing the risks of various diseases (O07). Ah for benefits right. As I already am from the area, I know the benefits that they bring to health (O19). More is prevention and health, not to fight it (O20). Health, especially health (O23). I think the quality of life; this is the most interesting, you seek quality of life (O28).

In this research, besides those related to health directly, also indicated that the consumption of natural products ends up allowing a better customer service, because if the owner consumes a certain product, he can later give a customer feedback or personal perceptions related to the aroma, flavor and effects senses, obtaining in this way, greater credibility for their sale. Look, the reason why, if you are selling, you have to use something to give you feedback, give you an answer [...] Even as a way of guiding, right? Moreover, what it does in the body, something like that (O03). After we started with the store, then things have changed because then you have to prove to be able to offer, if not, how do you offer? (O04)

When the interviewees were questioned about the benefits they seek when consuming natural products, the results were presented in figure 1.
It was observed that O03, O14, and O23, on the right of the table, agree that the greatest benefit they seek with the use of natural products is related to improved bowel regulation and cholesterol control.

When you talk about bowel, regularization of the intestine, cholesterol issue (O03). It helps to function, regulating the bowel (O14). More to the cholesterol[…] and as they are rich in fibers for the functioning of the intestine[…]. The organism depends on the intestine if it does not work the intestine nothing will work, right (O23).

On the other hand, O16 and O17 want benefits related to weight loss and satiety. The function that it should give you a satiety before you eat then this for a quality of life, as Brazil is obese, three of ten people you take with a nice weight, the rest is all overweight (O16). Food that gives enough satiety sensation and it is not caloric; it does not have gluten, so it is in this phase of weight loss (O17).

O9, O11, and O20 agree to be more concerned with the issues of immunity and prevention of some diseases. Issues of increased immunity (O9). My immunity was low[…] For asthmatic issues, for sleep issues, for the issue of mechanisms, for example, to improve stimulation, tiredness, assist in the treatment of infections (O11). They are good for immunity, anti-inflammatory (O20).

Many people still indiscriminate use of natural products believing that they do not present adverse/side effects or that they do not require care in the preparation and ingestion. In this study, two examples can be evidenced about this error view: I eat 8, 9 nuts every day[…] Selenium poisoning, because if you have a higher amount of selenium in your body, it hurts your hand, it hurts joints, your hair falls, your hair looks ugly, and you imagine (O16). Because it has no contraindications (O30).

In our research, where the interviewees market these products, it is evident the need to increase knowledge about the characteristics of natural products so that the population is aware of the compositions of each product, their benefits and appropriate forms of use so that the undesirable effects is prevented. In this sense, we understand as quite correct and prudent legislation requiring the presence of professionals specialized in natural products stores so that they can give full support to the purchase and consumption of these products to the population.

Another aspect analyzed relates to the quality of the products and their durability:
I have an instant feedback from the customer, if it is bad, he comes back, and I give back the money or change what he wants (O005). What natural product is this way the person comes here and says, “Do you have almond flour?” I say “no, I do not have,” because one week after, it has bugs and the person arrives here “our product is old” and it is not, it has one week (O18).

Respondents were asked about the means, vehicles and other forms in general to seek information relevant to products not only marketed but also consumed by them, since, information is the best way to ensure appropriate and conscious use of these products. The most cited medium for research was the internet, followed by books and scientific articles; the interviewees were also asked about their interest in trying new natural products and what criteria they would use to not only experiment with but to consume these products frequently in their diet. Most of the interviewees showed an interest in trying new products and the most frequently cited criterion for frequent use in food was that this product had health benefits. However, the response was not unanimous, some reported not having an interest in experimenting, out of fear or lack of need.

**DISCUSSION**

The findings of this research can be supported by authors who indicate that the population has increased its search for this type of food due to the change of habits of the society, in which the increase of the daily activities causes that the people look for foods that add as well as basic nutrients and other benefits to improve their quality of life and/or disease prevention, optimizing their consumption time. However, the economic question can still be a limiting factor for consumption, since, study evidence that the economic factor can interfere with this trade, because the population still see these products as expensive, although today they are more accessible than they used to be.

It is believed that the cost-benefit of these products is compensatory, since, studies have demonstrated that frequent and conscious use of natural products helps to maintain health and prevent diseases such as Diabetes, Hypertension, Obesity, Heart diseases, Parkinson’s, Alzheimer, Asthma, Cancer among others, sustaining the findings of this research. Our study corroborated these or at least showed that this concept of “quality of life” is associated with natural products, and this is the main reason for consumption of these products.

A study in 2015 obtained similar results to this study in a research on the identification of the main factors that influence the consumption of organic products in the city of Ribeirão Preto - SP, which were “in view of the concern with health, the greater perception of quality offered the greater the number of nutrients, the better the taste and the beliefs about benefits provided.”

Regarding the desired benefits through the consumption of these foods, such as intestinal regulation, weight loss, and disease prevention or increased immunity cited by the interviewees, it is interesting to observe these aspects in a specific way, as there are many products that aid in these benefits. For bowel regulation, there are prebiotic and probiotic products. The first is exemplified by the fibers and carbohydrates that are not absorbed by the organism and when they arrive in the intestine are as food for the beneficial bacteria present in the intestine, as well as, when associated with the adequate consumption of water, they help in the formation of the fecal cake, improving the pictures of constipation. However, probiotics are living bacteria that do not die during the digestion process, and when they reach the intestine, they have the same benefits in intestinal regulation.

Another study showed that foods like Chia help a lot in the sensation of satiety helping in the process of weight loss, justified mainly by its water and oil retention capacity, which was corroborated by one of our interviewees. Goji Berry is a potent helper in weight loss when associated with adequate diet and physical activity, justified by responses to decreased anxiety and bowel regulation.

Regarding the increase of immunity or the use of natural products for health control, these benefits have been proven through health research aimed at prevention and promotion issues. However, what is little discussed is the adverse effects due to the inadequate use of these foods, believing that they do not present adverse/side effects or they do not require preparation and ingestion care.

This issue is relevant by the fact that some authors have shown that all products, even being natural, present a potential risk of toxicity and adverse reactions, as well as the interaction with drugs used, food and even react to the characteristics of the individual’s organism, and may cause health damage. Another very relevant aspect concerns the quality of natural products because the
fragility of these products is a limiting factor to their commercialization and care must be taken, so the conditions for their consumption are guaranteed.

This aspect can be proven by a study conducted in the Federal District in 2011 with samples of Lemongrass, Chamomile, Sweet Herb and Green Tea. The material was collected at fairs and herbalists and showed that 35% of the sample was in inadequate conditions for consumption due to unsatisfactory hygienic conditions, contaminated with thermodetolerant coliforms higher than the limits foreseen by RDC N° 12 of 2001 of the National Sanitary Surveillance Agency.21 Another study evaluated commercial samples of Chamomile from herbal, supermarket and pharmacies in Curitiba (PR), found that 100% of the samples did not meet the needs and criteria of the legislation, indicating they were unfit for consumption because they had a higher amount of mold, yeast, and fungi than permitted, as well as contaminated with Coliforms and Salmonella.20

Also, other studies with plant samples and foods collected in herbal, free-trade and natural food stores showed similar results proving that the products were unsuitable for consumption, contaminated with microorganisms that could negatively affect the health of their consumers.24 In all of these studies, the problem of conservation and durability are factors that negatively affect the commercialization of natural products.

The information of the owners of natural products stores is very important, through the Internet, books and scientific articles, among others. The first one belonging to the New Technologies of Information and Communication (ICT) and it is considered very efficient because it is permanently available (online), facilitating the access and the contact and interactivity with other communication vehicles and with others.25 Books are the oldest form of access to information, since it is part of our school experience and, in human history, it belongs to the fourth information revolution.26 The articles, driven by the Internet, have become a source of inquiry, even though have a more specialized language. In this sense, we can even think that the scientific articles are assuming a format of scientific dissemination material, because although it is not produced for a lay public, it ends up assuming this function in front of the facility that the Internet has brought to access them and to search other references that improve understanding and its content. Given this, it is observed that the greater use of these three forms of communication/information by the sample studied is justified because they are considered as efficient tools for study and learning when used correctly and consciously.27

We may have to return to Bourdieu's concept of habitus and try to relate the interest of the interviewees in trying new natural products that go out in the market or not to understand that the acceptance or not of change of diet or insertion of new products in daily practice is related to factors that move between the rational and the cultural. These would justify an owner of a store that markets natural products to be “afraid” of incorporating new products into their diet or trade? These are questions that cannot be answered by this research, but that opens a range of questions for further investigation.16

It is relevant to consider that Brazil has invested in innovation policies with the creation of funds for research funding, such as the Innovation Law nº 10.973, of December 2, 2004, to create new products, processes, and technologies for improvement of society. This justifies the appearance of more and more new products in the consumer market, and one of the sectors that have received great incentives are the food, cosmetics, herbal, nutraceutical and other industries for production and innovation in these sectors.28

As we analyze in this research, the insertion of these new products, even if they prove to be beneficial to the health of the population, is certainly, positively or negatively, confronted with cultural issues of the population.

CONCLUSION

Regarding the research question about the knowledge that the proprietors of natural products stores have about the products that they commercialize, we consider that in the sample studied they have a moderate knowledge regarding the natural products offered in the trade, being this coherent according to the data of the literature.

Although these owners have been in the food business recently, they have been using natural products for some time, most of them even before working with this type of food. Another finding relates to the cost-benefit of natural products, and all respondents agreed that these products greatly benefit the health of their regular consumers, showing that the major reason for their use is associated with quality of life and health by healthy eating.
In this sense, it should be emphasized that the quality of products offered in bulk or in nature, when not suitable for hygiene and health, can lead to diseases caused mainly by insect microorganisms and/or the inadequate storage and hygiene of utensils. We think these issues can be alleviated by greater oversight by the public, but mainly consumers, as these are the guarantee that an inappropriate product will not be marketed. The public authorities responsible for establishments that sell natural products are also important agents in the process of monitoring and guaranteeing the quality of products that may interfere with public health.

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http://search.scielo.org/?q=alimentos+para+dia


