

Analysis of the labels of *Schinus terebinthifolius* and *Olea europaea* in supermarkets in the municipality of Belém (Pará, Brazil)

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ABSTRACT

This study aimed to investigate the availability and knowledge of consumers about the herbs *Schinus terebinthifolius* (mastic) and *Olea europaea* (Olive) in supermarkets in the city of Belém, Pará. These plants have been widely used in traditional medicine, but little is discussed about their presence and acceptance in the local market. The field research was carried out in 6 representative supermarkets from different regions of Belém. The results showed that only 4 of the 6 supermarkets sold mastic-based products, such as teas and essential oils. Oliveira was present in the 6 establishments, mainly in the form of olive oil. Most of those surveyed showed little knowledge about the properties and use of these plants, although they recognized the growing demand for natural products. Regarding consumers, 60% said they had heard about the mastic tree, mainly from friends and family. However, 30% had already used some product based on this herb. As for the olive tree, 80% of the interviewees knew it and 50% had already consumed olive oil or other derivatives. It is concluded that, despite its medicinal potential, Aroeira is still little known and sold in supermarkets in Belém. Oliveira, on the other hand, has greater acceptance and presence among local consumers. These results point to the need for greater dissemination and encouragement of the use of these medicinal plants in the Amazon region.

Keywords: Mastic, Olive, Herbal herbs.

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