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**Abstract:** Placebo - there are many concepts under this word. Of course, it is closely related to the activity of the human mind. A person constantly receives information from the external environment and synthesizes it in different ways. And the human brain commands and controls different parts of the body through this information. Scientists used this process as a basis for their testing methods

By this article, we want to explore some informations about how drugs can affect people's health. Following to this, we will review some reliable facts which was carried by researchers. After the endeavour, we found out new method which took place in laboratory as an experiment. According to this method scientists could check new drugs, how they can be treatment for people's health issues. Based on psychological views, we can consider the human mind as the highest form of psychological activities. Because man is the only conscious creature in the world and the most important aspect that distinguishes him from other creatures is consciousness. But at the same time, the human mind is also its weakest point. The reason is that since ancient times, by influencing the human mind, they changed his life for better or for worse. A human being is an ellipse, it is constantly changing itself by receiving information from the environment. Depending on the content of that information, a person can develop or be completely reversed. Nowadays, we call it motivation. In medicine, it has been treated since ancient times by influencing the human thinking system. For example, we tried this method in school lessons. Everyone was surprised by the change in the water containers when they were kept in a dark place for a day, showing two different reactions to the water in two ordinary containers. Water in a well-treated container has retained its clear and clean state. But the second one became cloudy and black due to bad words. It can be seen from this that the human mind is as sensitive to the external environment as the water in this container.

**Key words**: Health, health issues, tablet, drug, human mind, treatment, method, research.

#### INTRODUCTION

This method includes some steps in order to achieve good result and we will explain you more clearly by the article.

The first scientific researcher Henry. K. Beecher found out the new method which is called "placebo effect" In 1955. However, before him placebo was used as a part of medicinal purposes during the late 18th century with different names. Moreover, K.

Volume. 7, Issue 01, January (2024) Beecher published an article which entitled " The Powerful Placebo" . When it comes to the meaning of placebo, in Latin, " I will please ". That's why, it used an aid to the effect of another drug. It can be understood that Beecher chose the human mind and the feeling of trust in it as a stage in the implementation of his experiment. We know that the feeling of trust in a person cannot fail to have an effect on his mental activity. Our scientist checked how the newly developed drugs can have a beneficial effect on human health by influencing this feeling. And he called this experience "Placebo effect". Placebo - the term has a long history and has spread to different countries of the world. To sum it up, it was introduced to medicine in 1772 by William Cullen (1710-1790) in Scotland. But at that time, the main purpose of this experiment was to satisfy the patient's mind, and in the process of the experiment, not a pure placebo was used, but drugs that were not related to the simple harmless placebo and did not disturb the patient. Later, real "placebos" were simply sugar pills. In 1779, an English physician, John Haygarth, studied this experiment and gave it a new name as a treatment. In the case of Beecher, he conducted 15 such experiments and involved 1082 patients in these experiments. 35% of them were relieved of their disease as a result of placebo. By 1955, he was reporting on his experiment in his now famous article, The Powerful Placebo. (06.01.2021.)

#### DISCUSSION

Here some explanation stages which based on real facts. First of all, they choose two people who has health problem, for example, headache. After that, one other them take in a special tablet and other one is drink the simple tablet. By the way, scientists say them the same sentence for both of them. For instance, "You can get rid of from your illness, if you take in it". A few hours later, if both patients fell better themselves than before, the experiment will be find successful. Let's consider how this can be a useful method. Every person, when he feels the symptoms of a disease, begins to search for a cure for that disease through his consciousness. So, experience shows that the patient goes to the pharmacy to buy medicine for his headache. It is at that moment that the patient begins to signal to his brain. "If I take a headache medicine, I will get rid of a headache," sends the command through the mind to the brain. After that, the brain sends the received command to all body parts. You see, before the patient drinks the medicine, all organs are ready and waiting for the medicine. We can say that this medicine will definitely have an effective effect after the patient has taken the medicine. The researchers also developed the placebo method with this process in mind. this process does not have any harmful effects on human health, and one of the selected patients during the experiment is given a harmless capsule consisting of simple sugar.

### CONCLUSION

To sum up, "placebo effect" is that a way to treating with patients by effecting their mental state in order to check is it effective invention (drug) for human health- being or no. Based on the research and experience of all scientists, "placebo" has remained in

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medicine as an effective method. Due to its harmlessness, it is spreading in many countries. According to scientists, it is expected to develop further in the future.

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